

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CXXX, No. 13 NEW YORK, MARCH 26, 1925

10c A COPY

B.A.I.S. 1908 with
N. W. Ayer & Son



Is your telephone bill large enough?

AN ASTONISHING question that, but to the point. One man, in the quiet of his office, talks with clients in neighboring cities and distant states—makes new contracts, closer deals. Another hurriedly takes a train, travels wearisome distances and waits for appointments, that he may say face to face the same words that might have been spoken over wires. What millions in time, energy, traveling expense and good-will might be saved by commercial America turning more frequently to the telephone on the desk!

In a special advertising campaign in business periodicals, the American Telephone and Telegraph Company of New York is placing before business men the practical advantages of long-distance telephony. It is reminding them of its network of long lines, leading from virtually every desk in America to virtually every other; giving page and line of long-distance experiences warranted to make any business man dissatisfied with a small telephone bill.

Advertising Headquarters finds it an inspiring task to visualize the great significance of the One System, Universal Service, which we have been privileged during 17 years to help make familiar.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



A Comprehensive Merchandising Service



THE PRAIRIE FARMER
 THE WISCONSIN AGRICULTURIST
 THE AMERICAN AGRICULTURIST
 WALLACE'S FARMER
 THE BREEDER'S GAZETTE
 HOARD'S DAIRYMAN
 THE NEBRASKA FARMER
 THE PACIFIC RURAL PRESS
 OHIO FARMER
 MICHIGAN FARMER
 PENNSYLVANIA FARMER
 MISSOURI RURALIST
 KANSAS FARMER & MAIL & BREEZE
 THE FARMER, ST. PAUL
 THE PROGRESSIVE FARMER

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STANDARD FARM PAPER UNIT

AN efficient merchandising bureau has been established under the direction of a competent executive in the Chicago office of Standard Farm Papers, Inc. Our 35 representatives, co-ordinating their efforts under this leadership, are in personal touch with the distributing forces of 44 great jobbing centers.

Each man knows local conditions; in many instances he is on terms of personal friendship with men who can win their respective markets for you.

The details of this plan—which includes direct mailings, sales conferences, conventions, week-end meetings, charts and data, reprints—are of utmost importance and interest to you. We shall be glad to give you the whole story on request, with no obligation implied.

STANDARD FARM PAPER UNIT

Standard Farm Papers, Inc.
 Wallace C. Richardson, Gen. Mgr.
 307 No. Michigan Ave., Chicago

San Francisco, 547 Howard Street

Wallace C. Richardson, Inc.
 250 Park Avenue
 New York

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXX

NEW YORK, MARCH 26, 1925

No. 13

Isn't It Time for Advertising to Drop Its Hokus Pokus?

Advertising Is Always an Intrusion and If We Continue to Consider It Otherwise We Will Kill the Goose That Lays the Golden Eggs

By Mac Martin

President, Mac Martin Advertising Agency

WE were spending the day playing dominoes in the dining car during the long ride across the pampas from the foot of the Andes to Buenos Aires. My companions were two wealthy cattle owners of the Argentine, together with the Ford distributor from the city of Mendoza who was acting as interpreter.

On the seat across the aisle were a number of magazines, among them a month-old copy of a well-known North American weekly.

"They want to know how much it costs for a page of advertising in that magazine," said the Ford man.

"Twenty-one thousand pesos," I replied, and as usual, looked to see the astonishment in their faces.

You know what the next question was.

"For how long?"

And the breathless climax of this little drama was reached when they both repeated my reply with almost unbelievable amazement.

"For one issue? Seven thousand dollars for one week!—and a double-page spread is twice that—and colored advertisements are still more. For one week! You North Americans are a wonderful people!"

What do you, as an advertising man, do when you find yourself the star actor in this oft-repeated scene? Do you, as I was tempted

to, shroud yourself in a veil of mystery and bask in the reflected glory of this seeming prodigality of gold?

Instead, I explained that this particular periodical is estimated to reach nearly one-tenth of the families of the richest nation in the world—a nation whose people are worth \$320,000,000,000—and one of the reasons why this wealth has increased \$135,000,000,000, or 72 per cent, in the last decade, is because, through advertising, we have been able to turn our money more rapidly than any other nation.

One of the wealthy Argentines took the periodical in question and began to turn over the pages, admiring the advertisements. He pointed to a color advertisement and I hardly needed an interpreter to tell what he was asking.

"How much do you suppose this concern spends in advertising in a single year?"

Here again was a chance for me to make an impression. I could have mentioned a figure well over \$1,000,000.

You know how we do it. Yet every time we talk this way we scare away some real seeker for information. Why not tell them what advertising actually does?

It just happened that in this case I had a few valuable facts.

"I don't know how much they spend now," I replied. "But I do

know that in the first ten years they advertised they increased their business ten times and that their cost of selling was decreased from 8 to 3 per cent, so that today they make sales at a lower expense than any one else in their field."

This constant gossip on how much is spent (and it is gossip, too, as those who are trying to make a big noise with a little money know only too well) is scaring away a great many prospective advertisers.

We, in this business, have a way of talking which conveys a decided impression of conceit to the outsider. We rate advertisers by the amount of space they use in periodicals and newspapers or in whatever branch of advertising we find ourselves interested.

We may have been forced to do this by the advertisers themselves who try to charge everything from a donation to a charity bazaar or a hair cut to advertising, but the effect is bad, for it seems to imply that to be an advertiser is to join some mystical society and do exactly what we are doing. "If you don't spend your money our way you don't belong"—as though spending money was the first consideration for membership and the place you spend it determined the caste or standing you attain in the advertising field.

To hear some people talk one might think that the concern's advertising is measured entirely by the amount spent in that North American weekly we were talking about a while ago.

* * *

Twenty years ago, when I started in the advertising business, PRINTERS' INK ran a series of articles by George P. Rowell which were later collected in the famous book, "Forty Years an Advertising Agent."

I have always looked forward to the year 1945 as the time I would like to send PRINTERS' INK a little book entitled "Another Forty Years as an Advertising Agent." In it I think I should like to dwell on some of the hokus pokus which was still going strong in the year 1925.

If my memory should serve me correctly, I think I would recall some of the following facts which would then be history:

"We are prepared to deliver 1,125,000 selected buyers, all A. B. C."

"We guarantee you 100 per cent coverage."

"You can't expect to reach the buyers of the city of _____ unless you use our paper."

"Our merchandising service department will give you 100 per cent co-operation. Just leave it to us."

These words seem to come from the representatives of certain printed periodicals which were quite generally used by advertisers in the year 1925.

I hear the advertising agency men talking also and will quote them later, but first let us consider this hokus pokus about advertising mediums.

Aside from the advertising, the periodicals carried a certain proportion of news, editorial or fiction, but advertising had grown to be the larger part and some people had begun to declare that these periodicals were bought fully as much for the pleasure of reading the advertisements as for the literature which was wrapped up in the same package. No one had as yet attempted to back that theory by publishing a magazine or newspaper containing advertisements without any news at all, but some had come very close to it.

These periodicals, of one form or another, represented the principal form of advertising in the year 1925 and each could present an amazing array of statistics juggled with the innocent reports of the Census or the Internal Revenue Collector "proving coverage." Groups of people with various incomes were sold like so many slaves and so successfully sold that some people had begun to believe that no other forms of advertising would ever be discovered.

All of this reminds me of the often quoted sentence of Addison in his "Spectator" about the year 1759: "Advertising has now



Where Sales Are Conspicuous

ONE way to speed up new sales is to enjoy word-of-mouth advertising from old ones.

Nowhere are sales so conspicuous, nowhere new purchases so much talked about, as in those families in the smaller towns which enjoy a continual round of visitors.

The prime occasion for social intercourse in the smaller towns is, of course, Church activities.

The key to the church families in the smaller towns is

Christian Herald

reached such a stage of perfection that it is very hard to suggest an improvement."

Nevertheless, I am inclined to believe that man will find as many ways to advertise as he can find ways to make impressions on the human senses. We have found only a few of them yet. When I started in the advertising business no one had ever heard of skywriting, the radio or even the movies.

But in looking for new worlds to conquer we must not forget that advertising is always an intrusion. You must always pay the reader in some way for the privilege of talking to him.

Magazine advertising got its greatest impetus when Frank Munsey put out a thirty-five cent magazine for ten cents, thereby paying each reader twenty-five cents for the privilege of advertising to him.

For ten years we have been talking about the possibilities of movie advertising and I remember Tim Thrift telling me long ago that he expected some day to see the motion-picture programs planned very similar to those of the magazines—a little advertising, the feature story, and then other stories, comics or cartoons followed by and gradually interspersed with advertising.

In the beginning, it cost only five or ten cents to see what was then a good movie, but the producers found that they could run the price up as high as a dollar and even two dollars before they scared away the crowds.

The motion-picture theatre will never be the advertising medium it is entitled to become until some producer cuts the price from fifty cents to twenty-five cents and thereby pays the audience for the privilege of advertising to it.

Twenty years ago, nearly every blank wall was "sniped" by some "bill sticker." Every time a farmer along a main traveled road wanted his barn painted he tried to find an advertiser who would pay him something for the space and our rural roofs and fences as well screamed Little Liver Pills and other such com-

modities. Is it any wonder that in those days there were protests against outdoor advertising?

While we still hear some of it today, it is nothing like it used to be and that is because Barney Link recognized this principle—that advertising is always an intrusion and that you must pay the public for the privilege of advertising to it. He standardized outdoor advertising, designed beautiful, lighted boards and in every way attempted to improve rather than to disgrace the landscape.

In 1925, we were struggling with the radio and it looked as though the owner of the broadcasting patents had lapsed into the position of the farmer with a barn which needed to be painted.

As new inventions come along they will bring new advertising mediums, each with its own "coverage," but the extent to which the advertising will be successful will depend upon the amount we pay the public for the use of it.

Then I seem to hear the advertising agency salesman of 1925.

I do him wrong. In 1905 he was a salesman, but he is a salesman no longer. He was an "account executive" in 1925.

"We never solicit business. All of our clients come to us."

He sat in his palatial office and expounded some such heavy gems of wisdom as the following:

"Our research department has recently made an investigation in relation to your industry which shows exactly how much business you can depend upon in any given territory by entrusting a specified amount of money to us."

"We will be pleased to prove this to you by conducting a test campaign." (It doesn't make much difference what is tested so long as you pay for it.)

"This copy has been submitted to eminent psychologists so that we know for a certainty that it is the best that can be produced. Out of seventeen consumers interviewed 64.5 per cent reported that this copy would make the greatest impression on them."

The advertisements of 1925 were on the whole very attractive.

(Continued on page 196)



"Holy cats! You've scooped us!"

"Thanks, old dears. While you've been asleep in your white shirts I coppered this hot one."

"You're gorgeous, Carrots! Where'd you get it?"

"At Denny's. The first one from the factory."

Youth ever adventures in the newest. Fathers and older brothers may froth at the young boy's brash extremes. They may grouse about the bizarre tastes of the teens. But when youth puts its O. K. on a vogue—be it shirts or hat-bands, collar points or hose—the older generation takes its cue and falls in step.

Makers of haberdashery will find an eager and appreciative audience in the readers of **THE AMERICAN BOY**. Through its columns they can reach 500,000 potential Beau Brummels, aver-

aging 15½ to 16 years old. The unswerving allegiance which **AMERICAN BOY** readers give **THE AMERICAN BOY** is an asset on which haberdashers should capitalize, for these boys today will soon be the style setters of tomorrow—and the spenders. **THE AMERICAN BOY** goes into thousands of homes of the good-to-best class, the class which dresses well, where it is read by older fathers and brothers.

The coming year should see your line of haberdashery identified in the minds of growing youth. Create preference for your haberdashery through youth's own publication, the chum that visits them month by month throughout the year, **THE AMERICAN BOY**. Copy received by April 10th will appear in June.

The
American Boy
 The Biggest, Brightest, Best Magazine for Boys in All the World
Detroit **Michigan**

Seven important



The booklet, "Population Handbook of Great Britain and Ireland," a compact analysis of the British market, has just been completed. We shall be glad to send you a copy upon request.

J. WALTER
ADVERTISING

markets of Europe are buying American Products

DAILY airplane service between London and the capitals of Northern Europe brings them all within a few hours' journey.

Route	Flying Time
LONDON-PARIS	2 hrs. 15 min.
LONDON-AMSTERDAM	2 hrs. 15 min.
PARIS-BRUSSELS	2 hrs.
AMSTERDAM-COPENHAGEN . . .	6 hrs. 10 min.
COPENHAGEN-MALMO-STOCKHOLM	5 hrs.
STOCKHOLM-CHRISTIANIA . . .	3 hrs.

In each of these great centers the J. Walter Thompson Company maintains representatives working as part of its London office. Through this direct representation each campaign in a foreign country is right in appeal, and accurate in native idiom. The J. Walter Thompson Company is able to secure rock bottom rates from publications in all parts of Great Britain and on the continent.

To American manufacturers this provides a service that combines a first-hand knowledge of European markets with the long experience of all the J. Walter Thompson Company's offices both here and abroad.

T H O M P S O N C O.

NEW YORK CHICAGO BOSTON CINCINNATI
SAN FRANCISCO LONDON

This Program Secured 2,500 Dealers for Us in 1924

Also, It Increased Our Shipments by 30 Per Cent Over the Previous Year

By R. J. Klaiber

Sales and Advertising Manager, Cooper, Wells & Company

WE added 2,500 new accounts to our list of customers during 1924. Our product, Iron Clad hosiery, is sold by our own sales force direct to retail stores only.

Anyone familiar with the conditions in the textile industry will recall that the problem of securing a volume of business in 1924 to compare with the years 1922 and 1923 was not an easy one. This situation was brought on by the almost general tendency among retail merchants to buy from hand to mouth. They purchased merchandise only when absolutely needed to meet the demands of their trade. During the latter half of 1923, this situation was made clearly apparent by the dropping off in the volume of future buying.

Since the depression period of 1920, we had carried out a policy of securing new dealers to increase our volume of business. The result was that we doubled the number of our customers during the period from 1921 to 1923. The year 1924, however, offered a more serious problem. It showed right from the beginning, signs of being exceptionally balky. However, with a definite program and a determination to succeed, we closed the year with the 2,500 new accounts previously mentioned.

The program we carried out was as follows:

First: To supplement our usual advertising appearing monthly in well-known consumer publications, we contracted for additional full pages in one of these publications. These full pages appeared during the spring and fall selling seasons. The advertisements were called to the attention of our trade and a selected list of prospects by letters, broadsides, and reproduc-

tions. The result was that we secured a wonderful tie-up by the co-operation of our trade in featuring Iron Clad hosiery in their own local advertising and displays. In fact, the demand for dealer helps of all kinds was greater than ever before.

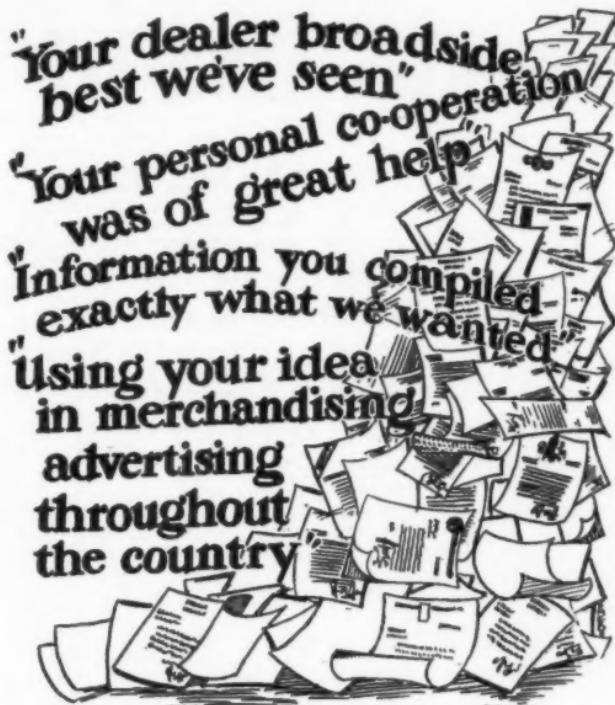
Second: To reach the dealer in a more direct way we used full pages monthly in seven trade journals covering the field of dry goods, department stores, general stores, men's furnishings and shoes. This advertising, in most instances, featured styles used in consumer publications. We have always been of the firm belief that trade-paper advertising is very effective inasmuch as it keeps one's name and product constantly before the merchant, thereby cutting down sales resistance considerably.

Third: In sales territories where we did not have adequate distribution we secured high-grade men as our representatives. In all instances we employed salesmen who knew the trade in the particular territory in which they traveled and who had had former experience selling hosiery. It is interesting to report that four new men on our force, none of whom had been with our organization in 1923, turned in a total of more than 600 new accounts during 1924.

Fourth: As a help to our sales force, each man was furnished with a portfolio containing the salient points in the merchandising of our line as well as reproductions of current and future advertising, dealer helps, etc.

Fifth: A well-planned schedule of sales literature to our trade and prospects on an average of one each month.

Sixth: As an added stimulus to



Advertisers and agencies seem to like the way we co-operate.

The Des Moines Register and Tribune-News

"The Backbone of a Successful Advertising Campaign in Iowa"

February Circulation Net Paid
165,369 Daily. 143,489 Sunday

secure intensive effort on the part of our sales force, we held a "New Account Contest" twice during the year. Each contest covered a period of five months at the end of which time cash prizes were awarded to the five men securing the greatest number of new dealers. In most every instance, prizes were won by salesmen in territories in which our volume of business was not as large as might be desired. Obviously, that is where we needed the added distribution.

Since we sell a quality line of hosiery that gives service and brings with it a repeat business, we usually do not find it very difficult to hold a dealer once he is sold. As may be expected, a larger volume is secured from year to year from the average dealer as well as from the total number of dealers. It is, therefore, readily to be seen that the primary objective is to sell the dealer and this is borne out by our results in 1924.

In conclusion, it might be well to mention that the number of shipments to our customers during 1924 was 30 per cent greater than in 1923. Mail orders received direct from the trade were the largest in volume in our history, showing an increase of 20 per cent in money value over our previous high mark in 1923.

A. J. Kieckhefer Heads National Enameling

Alfred J. Kieckhefer has been elected president of the National Enameling & Stamping Company, New York, succeeding George W. Niedringhaus who has been elected chairman of the board. Mr. Kieckhefer has been with the company for seventeen years. He has been a member of the executive committee for the last five years, and managing director of factories for the last year.

George V. Hagerty, treasurer, has, in addition been elected first vice-president of the company.

Check Protection Companies Merge

The Todd Protectograph Company, Rochester, N. Y., maker of Todd Protectograph check writers, has purchased The Bankers Supply Company, Chicago, maker of Super-Safety insured bank checks. Advertising of the latter company is now signed, "Bankers Supply Company, Division, The Todd Company."

Akron "Times" and "Press" Merged

The Scripps Publishing Company has purchased the Akron, Ohio, *Times* and *Sunday Times* and has consolidated them with the Akron *Press* under the name of the *Times-Press*. The *Times* and *Sunday Times* were published by the Times Publishing Company of which W. Kee Maxwell has been president and editor since 1916.

L. E. Herman, recently business manager of the Memphis *Press*, has been appointed business manager of the *Times-Press*. Frank Morrison, for eight years advertising manager of the *Times*, will continue in that capacity. W. E. Bryan, advertising manager of the *Press*, has been promoted to the executive offices of The Scripps-Howard Newspapers at Cleveland.

Becomes General Manager of Vanderbilt Newspapers

Ben Mellon has been appointed general manager of Vanderbilt Newspapers, Inc., Los Angeles, publisher of the San Francisco *Illustrated Daily Herald*, Los Angeles, *Illustrated Daily News* and the Miami, Fla., *Illustrated Daily Tab*.

Mr. Mellon, together with W. S. Siemon and Robert Fielder, both of New York, and Edwin W. Poe, of Baltimore, have been elected members of the board of directors.

The company is planning to open offices at Chicago and New York.

J. A. Moore Now in Charge of New York "American"

Joseph A. Moore, who has been a member of the Hearst General Management for a number of years, in addition to his other duties has assumed active management of the New York *American*. Since the incorporation of the *American* as a separate company last year, Mr. Moore has been president and treasurer. In taking over active control of the *American*, Mr. Moore will continue as a member of the executive council of the Hearst Corporation.

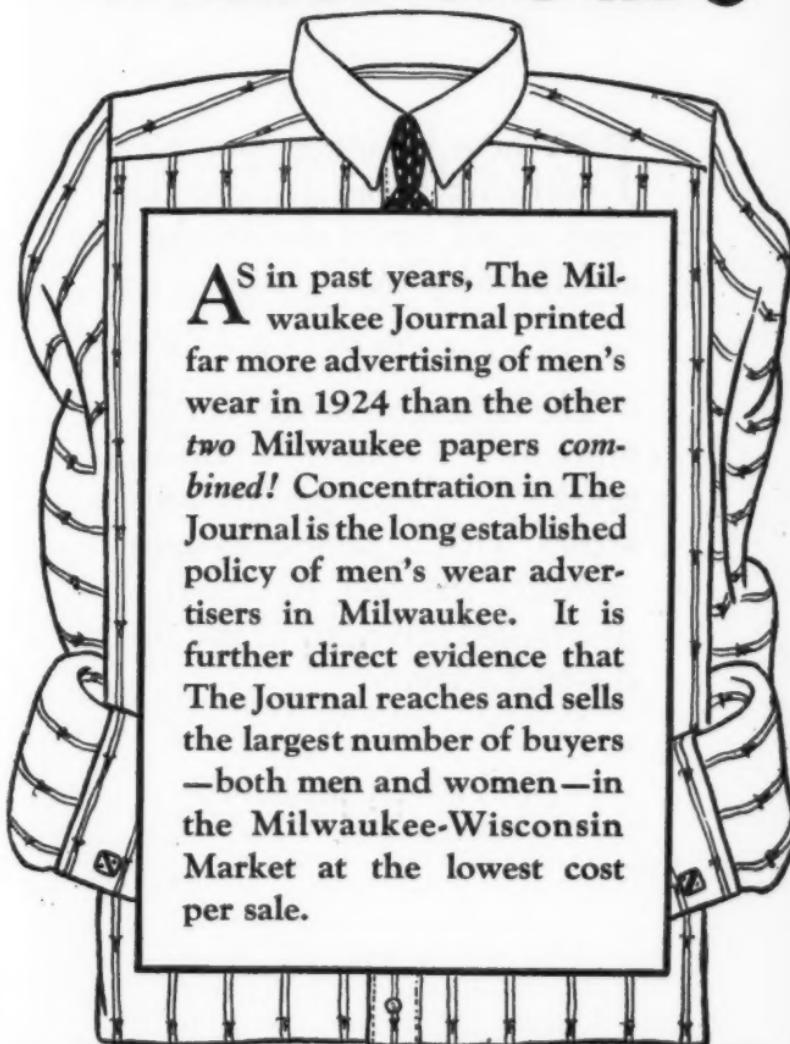
Chattanooga to Be Advertised

The business men and local organizations of Chattanooga, Tenn., plan to spend \$250,000 in advertising that city. An executive committee composed of five men will direct the campaign and expenditures. Walter C. Johnson, general manager of the Chattanooga *News* and Adolph Ochs II, managing editor of the Chattanooga *Times*, are members of the committee.

Boyce-ite Account for Myers-Beeson-Golden

The Boyce & Veeder Company, Inc., Long Island City, N. Y., manufacturer of Boyce-ite, has placed its advertising account with Myers-Beeson-Golden, Inc., New York advertising agency.

Close to the Man's Heart



AS in past years, The Milwaukee Journal printed far more advertising of men's wear in 1924 than the other *two* Milwaukee papers *combined!* Concentration in The Journal is the long established policy of men's wear advertisers in Milwaukee. It is further direct evidence that The Journal reaches and sells the largest number of buyers —both men and women—in the Milwaukee-Wisconsin Market at the lowest cost per sale.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee
JOURNAL
FIRST - by Merit

Investing Your . . .

. . . . In the

JUST how effective your advertising dollar is depends most of all upon the Market and the Medium.



The Chicago Territory is admittedly the country's richest market . . . prosperous and stable, with a prosperity and stability created by greatly diversified agricultural and industrial activity.

Chicago Herald

NEW YORK: 1819 Broadway

Advertising Dollar

Chicago Market

AND in this greatest market the Sunday medium is the CHICAGO HERALD AND EXAMINER. With its Over-a-Million circulation it carries sales messages into more than a million homes every week. By its continual contact the merchandising department of the HERALD AND EXAMINER is qualified to offer advertisers a service based upon "Experience Intelligently Applied."

In the Chicago Territory . . .
"BUY IT BY THE MILLION"

and Examiner

SAN FRANCISCO: Monadnock Bldg.

February Advertising in Chicago

This statement of display advertising for the month of February, 1925, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

Automobiles - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 28,854 lines.
The next paper, 23,963 lines.

Books - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 13,617 lines.
The next paper, 12,359 lines.

Churches - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 6,839 lines.
The next paper, 945 lines.

Department Stores - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 470,730 lines.
The next paper, 236,815 lines.

Furniture - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 70,480 lines.
The next paper, 53,894 lines.

Groceries - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 62,137 lines.
The next paper, 59,033 lines.

Household Utilities - - - - - THE DAILY NEWS **FIRST!**

The Daily News, 6,638 lines.
The next paper, 4,890 lines.

Out of the Loop Stores - - THE DAILY NEWS **FIRST!**

The Daily News, 122,541 lines.
The next paper, 67,180 lines.

Total Display Advertising - THE DAILY NEWS **FIRST!**

The Daily News, 1,086,935 lines.
The next paper, 854,611 lines.

THE CHICAGO DAILY NEWS
FIRST in Chicago

**Figures furnished by Advertising Record Co., an independent audit service
subscribed to by all Chicago newspapers.**

The Ever-New Problem of Jobbers' Salesmen

Understanding Them Is First Essential, Says This Manufacturer

By L. A. Safford

Vice-President, McQuay-Norris Manufacturing Company

MOST of the failings which manufacturers lay at the door of the jobber's salesman are not really his fault. They are the fault of the jobber himself and the system under which jobbing businesses operate. Jobbers' salesmen get far too little preliminary training. There are far too few jobbing executives who have any means or method of training their men. A good stock man is turned into a salesman by giving him a catalog and some expense money. Or some good salesman in another line is given a few days to look around the stock room and is then sent out on the road.

He isn't told what, beside merchandise, he has for sale. He is not taught how to sell. He is not taught that the merchandise his house carries represents a careful selection in buying. He is not taught how to follow through with the dealer on the sales helps the manufacturers have available. But he is always given price lists and discount sheets. Is it strange, therefore, that jobbers' salesmen so frequently feel that price and discount are the basis for selling?

There are people who believe that it is impossible for a jobber's salesman to be anything but an order taker; that the very nature of the business automatically makes him one; that it is impossible for him actually to sell commodities. I do not. I believe that with more training by the jobber himself and with the selling helps which are available nowadays from manufacturers, he can live up to his name of salesman. But the man who is hired to be a jobber's salesman is not a mind reader nor a crystal gazer and he cannot get the information that is absolutely necessary to make a salesman unless his house and the manufacturer work to-

gether intelligently to get it to him. We need better co-operation between the manufacturer and the jobber on this subject.

Do not think of the jobbers' salesman as some queer species which is hard to understand or which requires some weird, occult method of cultivation. He is not. He is just a hard-working business man with a heap of problems on his hands. He is too busy selling too many commodities—and frequently having to collect for them afterward—to tell manufacturers his troubles. And most of us manufacturers spend so much more time with the buyer than we do with the sales manager and his salesmen that we do not get the salesmen's side of the picture.

If I were a jobber, I would not purchase a line of goods of any sort unless the manufacturer would give my selling organization the means and methods of developing volume on it. If you have never traveled with jobbers' salesmen, spend a few days with some of them and I will promise it will be a liberal education to you in hard work and the answering of tough questions. Asking people to buy is only part of their job.

NOT A PECULIAR SPECIES

The jobber's salesman is not a peculiar type of man. It is impossible to impale one of them on a huge pin and dissect him as entomologists do with insects to prove or test a theory, or a principle. It is my experience that the jobber's salesman is no more a distinct type or class than is the manufacturer or the jobber himself.

He is just a human fellow working mighty hard for a living and almost invariably under-equipped with working tools. He

has one of the hardest jobs in the whole field—particularly in automobile accessories such as ours. He is really trying to do the tremendous job of acting as salesman for the hundreds of manufacturers whose goods his house handles and catalogues. If more of the men who are trying to get and hold jobbers' salesmen's interest, actually traveled with twenty or thirty of them for a few days each, there would be a great improvement in the working tools given these men.

A BUSY INDIVIDUAL

A salesman, of course, is a man who sells. But selling is only a part of the jobber's salesman's problems. The average jobber's salesman is expected to be a composite of selling, credit and collection, mechanical and store planning ability; and an encyclopedia on all of the products in his catalogue. And remember that the average jobber's catalogue embraces thousands of items, many of which run over hundreds of different sizes.

A jobber's salesman must know how to sell the goods to his customers; how to collect the bills if they are not paid at maturity; how his customers should install them if they are mechanical goods; what sizes of the many size range commodities in his line the dealer should stock; how the dealer should stock his merchandise to get the best shelf display; how the dealer may install better bookkeeping and collection systems to improve his business; how the dealer can use flat rate systems and improve his shop practice; how he can add to his shop equipment and increase his profits.

Of course to get any volume he has to call on twelve or fifteen different retailers a day. And unless he works in a big city he probably has to cover forty or fifty miles a day between towns in his car. If he does his full duty by every manufacturer whose goods are represented in his catalogue, he would have to mention, at least, every commodity on every call. But he has only the same number of daily hours that

those of us have who sell only one product. So it is impossible for him to do this.

He does the best he can after booking the orders for goods which the dealer needs and orders automatically. It is not strange that manufacturers whose selling material is not properly prepared find it difficult to get and hold the salesman's interest. Generally speaking, the merchandise which the jobber's salesman in the automotive field—and this is the one our company knows most about, being manufacturers of pistons, piston rings and pins—has to sell divides into three major groups, as follows:

Accessories,

Shop Equipment,

Replacement Parts.

Each one of these groups requires a different selling appeal. Accessories are sold to the dealer for resale. There is usually an eye appeal or a convenience appeal which is the basis for the dealer reselling them to the car owner. The jobber's salesman, of course, has to teach this to the dealer, otherwise his sale merely dumps the goods on the dealer's shelf.

Shop equipment is not bought for resale. The dealer or garage man buys it for use in his own place of business. It has a specific mechanical sales appeal. It is bought because it will increase the efficiency and the profits of a shop. Therefore, the jobber's salesman in this type of material has to sell not only the actual piece of equipment, but what it will mean and do for the shop. He has to be able to explain the device or tool from a mechanical standpoint because he has to sell it to a mechanical man who is going to use it.

Replacement parts have no eye appeal. They are bought for resale, however, because the consumer into whose car they are put has to pay for them. Most of the commodities in this group have a mechanical side and practically all of them have large size range and many times oversizes also. Some of these sizes the dealer should carry in stock. They move fast

enough to justify it. Some of them he should not. He should order them direct from the jobber's master stock. It is the job of the jobber's salesman to know and tell his customer what to stock and what to order out on special order. It is his job to know and understand oversizes.

Of course, every commodity in all three groups is made by more than one manufacturer. Competitive jobbers handle different brands. So the salesman must be able to talk competitively the brands his own house handles, to explain them and argue their intrinsic excellence against the other fellow's merchandise.

It is a big job to be a real jobber's salesman. He is a combination of mechanical expert as well as expert general business advisor, credit expert and business god-father to his customers. To borrow from a distinguished man, the wonder of it is that so many jobbers' salesmen do so many of these things so well with the limited equipment that is given them by their houses and manufacturers, rather than that it is sometimes hard to get and hold their interest.

The jobber's salesman is just like everybody else in the world in one basic thing—his necessity and desire to earn money. His only source of income is the sales he makes. Regardless of whether he is paid on commission, salary, or a portion of the net profits, his total sales are the basis on which his income depends.

Therefore, is it strange that he frequently seems more interested in lines which give him good working tools? It is my observation that the first step in getting and holding the interest of the jobber's salesman is to sell the selling end of the jobber as well as the buying end. Selling the jobber's buyer is only the first step in securing volume. No manufacturer can afford to be satisfied when this step is taken. His work has really only begun. As soon as the buyer has been sold, the sales manager, and through him the salesman, should be sold even harder and better

than the buyer was. They should be sold on the worth and value of the merchandise and then equally as well on how to resell it.

The jobber's sales manager has his own troubles. One of the biggest ones is getting proper selling material from the manufacturer so the sales force can intelligently and easily present the line to the dealer. He cannot be an expert on every commodity the house handles any more than can his salesmen. He has got to depend largely on the manufacturer for the selling material—certainly for the basic selling ideas if not for the actual catalogue material itself.

PRINTED MATERIAL A BIG HELP

The manufacturer who wants to get and hold the interest of jobbers' salesmen must have complete selling material in printed form for their catalogues. It must be written and formed simply. It cannot be technical. It should be prepared so that a man who never heard of the product before, can understand it. It should not take for granted that the salesman understands the general phase of the commodity or its field. And, it should not be prepared by engineers. They are generally too technical. It should be prepared simply and concisely for salesmen—who have only a limited time to study and absorb it. Pictures wherever possible, because pictures are grasped quicker than letters. But not technical blueprints, because lots of good salesmen cannot read a blueprint.

A mighty good rule for all to remember is that catalogue material must compete for the salesman's attention with everything else in his catalogue. If the material is the correct size for the salesman's catalogue, it is much more likely to be carried. My own organization was a long time in learning this lesson. We used to furnish books and price lists of odd shapes. But we do not any more. Everything we print nowadays fits the salesman's catalogue or we do not print it.

Almost all jobbers nowadays

have one or more sales conferences a year to which they invite manufacturers to tell their story to the jobber's salesmen. Most manufacturers usually feel that they do not get time enough properly to present their story. But have you ever thought of this from the salesman's standpoint? How much of the intensive cramming these salesmen are given in two or three days can they retain? Try listening to ten or twelve more or less technical talks in a day on widely differing commodities and then see how many definite facts you yourself can retain.

Some jobbers' salesmen take notes at sales conferences. Many do not. To follow through properly on a sales conference talk, the manufacturer ought to have a simple, concise summary of his story to leave with the men to refresh their memory later on. Such a summary glanced over a week later in a hotel some night would bring back many things which the men do not remember. It would perhaps clear up some foggy point that was not made clear in the limited time of the sales conference.

E. A. Machen Forms New Advertising Business

Edwin A. Machen has started an advertising business at Toledo, Ohio, under the name of Edwin A. Machen & Company. He had been president and general manager of The Machen & Dowd Company, advertising agency, in which he has disposed of his interest, as reported elsewhere in this issue.

Associated with Mr. Machen in his new business will be Eben J. MacKenzie, who was with The Machen & Dowd Company, and Eugene F. Goldbach, advertising manager of The Swartzbaugh Manufacturing Company, Toledo.

Tabloid Pictorial Newspaper for Philadelphia

The Philadelphia Tabloid Publishing Company will shortly start publication of a tabloid pictorial newspaper known as the Philadelphia *Daily News*. The first issue will appear March 31.

Albert H. Ladner, Jr., is president of the publishing company; Edward A. Daly, vice-president; Louis E. Levinthal, secretary, and Lemuel B. Schofield, treasurer. Lee Ellmaker is publisher and general manager; John C. Marscher, advertising manager; Frederick Shapiro, editor, and F. W. Brock, promotion manager.

Newspaper Publishers to Hold Annual Meeting

The annual meeting of the American Newspaper Publishers Association will be held at the Waldorf-Astoria on April 22, 23 and 24.

The committee in charge of the Bureau of Advertising will hold a meeting in New York on April 20 for the purpose of adopting the annual report which is to be presented at the convention.

John B. Woodward, of the *Chicago Daily News*, is chairman of a committee which is arranging for the annual banquet of the Bureau of Advertising which will be held on the evening of April 22. Other members of the committee are: Allison Stone, Providence *Journal*; David B. Plum, *Troy Record*; Edwin S. Friendly, *New York Sun*; John C. Martin, *New York Evening Post*, and Thomas H. Moore, of the Bureau of Advertising, who is secretary of the committee.

James O'Shaughnessy Elected Village President

In the recent election at Tuckahoe, N. Y., James O'Shaughnessy, executive secretary of the American Association of Advertising Agencies, was elected village president. When the returns were counted it was found that he had received all but less than a half-dozen of the votes cast.

Under his administration, Mr. O'Shaughnessy said, Tuckahoe is going to demonstrate how a village can make profitable use of advertising in making known its merits and attractions. He plans to make Tuckahoe an excellent example of the modern use of advertising properly employed by a village.

Yale & Towne Elects Schuyler Merritt

Schuyler Merritt of Stamford, Conn., has been elected chairman of the board of directors of the Yale & Towne Manufacturing Company, of that city. He succeeds the late Henry J. Towne. Mr. Merritt is a Congressional representative from Connecticut.

Gabriel S. Browne, Easton, Pa., has been elected a director, filling the place of Mr. Towne. Addison Borré has been elected treasurer succeeding J. Henry Towne, resigned.

N. B. Hickox Advanced by Curtis Lighting

Norman B. Hickox, who has been assistant general sales manager for several years, has been made vice-president in charge of sales of Curtis Lighting, Inc., Chicago.

Radio Supply Account for Lord & Thomas

The Electrical Research Laboratories, Chicago, radio supplies, has placed its advertising account with Lord & Thomas.

*Since it is true, that—
“In Philadelphia nearly
everybody reads The
Bulletin” there can be
no escape from the con-
clusion that the adver-
tiser can reach nearly
everybody in Philadelphia
through The Bulletin.*

Dominate Philadelphia

*Create maximum impression at one cost by concentrating
in the newspaper “nearly everybody” reads—*

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



518,357

Average Daily Net Circulation for the
Year Ending December 31, 1924.

The circulation of The Philadelphia
Bulletin is one of the largest in the
United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1925—Bulletin Company)

THE RED B

"The reason of youth's eagerness to seek and follow fortune does not lie entirely in the fortune. A lot of it rests in the longing to hear what the folks will say when, the journey accomplished, the traveler comes home."

From "*The Folks*"
by Angelo Patri
in the April
RED BOOK MAGAZINE

Angelo Patri's well-known philosophy appears each month in THE RED BOOK MAGAZINE. Other features are poems by Edgar A. Guest and Douglas Malloch and Common-Sense Editorials by Bruce Barton. Michael Arlen, Booth Tarkington, Harvey O'Higgins and Robert C. Benchley are also regular contributors.

Distribution of APRIL ISSUE nearly One Million The R

BOOK Magazine

YOUTH and the shrewd business man have one thing in common—when seeking a fortune neither goes to the rural districts. Both know that the larger towns offer greater opportunities.

THE RED BOOK MAGAZINE's circulation is 86% in communities of 2500 or more population—the urban market.



The RED BOOK Magazine reaches the urban market

Get the facts!

You who have been told about "drastic changes" in the newspaper situation in New Orleans will do well to compare the new Auditor's Reports of the Audit Bureau of Circulations with the two semi-annual sworn statements, covering the same year, made by the publishers to the United States Post Office Department.

Representatives: CONE, HUNTON & WOODMAN, INC., New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. BIDWELL CO., San Francisco and Los Angeles.

This comparison of figures will serve as a gauge of the reliability of unsupported claims made by any New Orleans newspaper or combination of newspapers.

Find out, too, whether "circulation" and "net circulation" mean PAID circulation. It costs money to mistake noise for facts.

The Times-Picayune.

FIRST FOR THE SOUTH

"Truth in Circulation"

Federal Trade Commission Corrects Some of Its Own Weaknesses

Two Big Changes Have Been Made That Reputable Business Will Welcome

THE Federal Trade Commission has made important changes in its rules of procedure and policy that will be welcomed by reputable business.

An understanding of the Federal Trade Commission and of the system under which it has been operating is necessary before an explanation of these changes may be made.

This body was created under an Act of Congress in 1914. Its membership is made up of five commissioners appointed by the President and confirmed by the Senate. The first five members were appointed for three, four, five, six and seven years, respectively, so that consequently there is now a change in membership every year. Congress, acting in the interest of the public, gave the Commission two great powers with respect to unfair methods of business competition: (1) The power to investigate business and to report from time to time to Congress or the President the situation with regard to unfair methods of competition and (2) The power to stop unfair methods of competition.

These five men, it will readily be seen, have the functions of prosecutor, judge, jury and executioner. It should be said, however, that they have the power of an executioner only in a limited sense, for their orders have no enforcing power behind them until they are sustained and upheld by a Federal Court.

The Commission has operated under the following system: A complaint is made in secret to it against the business methods of an individual or organization engaged in interstate commerce. The letter of complaint is docketed and a preliminary investigation is made to determine two facts: (1) Is there evidence to substantiate the charges made? and (2) Is

it in the interest of the public for the Commission to proceed with this particular complaint? If it is decided to proceed, then the Commission assigns investigators from its paid staff to follow through on the complaint. The report they make is turned over to a board of review—a body of three, two lawyers and a layman.

This Board of Review considers the report of the investigators, in the light of the law that created the Federal Trade Commission. This board then passes on its report to a single Commissioner to whom this particular case has been assigned (assignments are made to each Commissioner in turn). The board of review generally makes a direct recommendation to the Commissioner; either to the effect that the case be dropped or that a complaint be issued. The single Commissioner studies the entire report and then makes a statement of the case to the full membership of the Commission. A majority vote of the Commission decides whether or not a complaint shall be issued.

If a complaint is issued it is made public property and the Commission sends forth to the publications of the country its own description and statement of the complaint.

The individual or organization complained against and whose alleged offense has been made a matter of public record is given forty days in which to answer this complaint. When the complaint has been answered, hearings are held at the convenience of the respondent and the Commission. With the hearings closed, final action is taken, either in dropping the whole matter by exonerating the party complained against or by ordering the respondent to "cease and desist" from further pursuing or repeating the practice or practices complained against

Mar. 26, 1925

and found inimical to the interests of the public.

This is an outline of the operating system of the Federal Trade Commission. For years, reputable business has called attention to weak spots in that system.

It has repeatedly been shown that it is possible for an individual or organization to invoke the aid of the Federal Trade Commission in order to embarrass a competitor.

It also has repeatedly been contended that, by making public the complaint that it issues before it hears the story and facts on the side of the person or organization complained against, an injustice is done by the Federal Trade Commission that can never be repaired should a "not guilty" verdict finally be found.

The Commission has at last found that it has the power within itself to correct these two weaknesses and has done so by a vote of three to two.

On the first weakness it has issued the following instructions to its staff:

Hereafter it shall be the policy of the Commission not to entertain proceedings of alleged unfair practices where the alleged violation of law is a purely private controversy redressable in the courts except where said practices substantially tend to suppress competition as affecting the public. In all such cases there must be three parties involved, the respondent, the competitor injured and the public. In cases where the alleged injury is one to a competitor only and is redressable in the courts by an action by the aggrieved competitor and the interest of the public is not substantially involved, the proceeding will not be entertained. The Chief Counsel is hereby directed to report to the Commission with a memorandum stating his reasons and views on all such cases now pending for the disposition of the commission, and the Chief Examiner shall also report to the Commission all pending applications for a complaint where the examination in his opinion shows that said application comes within this rule.

In order to correct the second weakness it has issued the following instructions:

In all cases before the Board of Review, before it shall recommend to the Commission that a complaint be issued, it shall give to the proposed respondent a hearing before said board to show cause why a complaint should not issue. Said hearing shall be informal in its

nature and not involve the taking of testimony. The proposed respondent shall be allowed to make or submit such statement of facts or law as it desires. The extent and control of such hearing shall rest with a majority of said board. Three weeks notice of the time and place of such hearing shall be served on the respondent by the secretary of the commission.

In making these changes in its procedure the Federal Trade Commission thus acknowledges that reputable business has been right in demanding them.

What does the legal profession say concerning these changes in procedure?

Gilbert H. Montague, a member of the New York Bar, who has closely followed the work and history of the Federal Trade Commission, has made a study of the new rules. He has made the following observations:

"The Federal Trade Commission's new procedure and policy, which have just been adopted by vote of its new chairman and the two new commissioners recently appointed by President Coolidge, opens up for the Commission a new era of usefulness, efficiency, and sympathetic co-operation with the business public.

"Without publicity, at informal conferences held by the Commission with the parties complained against, most of the applications for complaint received by the Commission will hereafter be disposed of within the Commission itself. Even if a technical violation of law has occurred, the matter will hereafter be disposed of by a stipulation in which the party complained against will give to the Commission satisfactory assurances that the offense will not be repeated. Only in case of actual fraud, or particularly flagrant violations of law, or unwillingness of the party complained against to join in a stipulation with the commission, or where nothing short of a formal public proceeding and the issuance of an order to cease and desist will adequately protect competitors and the public, will the Commission hereafter go to the extent of issuing a formal public complaint and instituting a formal, public proceeding.

"All this the Commission will

The Indianapolis NEWS

By an unique system of motor routes. The News is delivered daily to more than 5800 farmers in the seventy-mile radius from Indianapolis, in addition to the rural mail subscribers.



The News' leadership in circulation in Indiana has been built on newspaper merit alone. For fifty-five years it has been Indiana's greatest newspaper.

The Indianapolis News not only gives you the largest daily circulation in Indiana, but it gives you maximum advertising results per dollar of cost.

Indianapolis and Indiana people are conservative. The News' leadership in circulation has nothing in common with the enormous circulations of some of its evening contemporaries in a few other cities that have achieved mass distribution by "mass" appeal. The News is Indiana's greatest newspaper. It is sincere, fair, powerful; pledged to the best service of its readers, its city, its state and its nation. It is a tribute to the sanity and sound character of Indiana people that a newspaper of the sanely conservative editorial policy of The News should have maintained its dominant circulation for half a century.

The Indianapolis News gives you the largest daily circulation in Indiana—and the best circulation, too.

Frank T. Carroll, *Advertising Manager*

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

do under the existing Federal Trade Commission Act, which specifically authorizes the Commission, in its own uncontrolled discretion, to withhold prosecution, and to refrain from any formal public proceedings, unless it shall appear to the Commission that a proceeding by it in respect thereof would be to the interest of the public.

"For some time, many of those most familiar with the Federal Trade Commission Act have confidently believed that no new legislation was necessary to accomplish these reforms, and that under the existing law it was within the Commission's own power to accomplish them by action of the Commission itself, and it is a matter of congratulation to the public as well as to the Commission that this view has not been adopted and acted upon by a majority of the Commission."

Becomes Charles F. Dowd, Inc.

Charles F. Dowd has obtained a controlling interest in The Machen & Dowd Company, Inc., Toledo, Ohio, advertising agency, through the purchase of the interest of Edwin A. Machen. The name of the business has been changed to Charles F. Dowd, Inc. Ralph B. Way, R. T. Carrithers and Paul W. Austin, who have been with the company for some time, will be associated in the ownership of the new business.

Newspaper Campaign for Kayser Gloves

Julius Kayser & Company, New York, informs the trade that its 1925 advertising campaign on Kayser gloves will use rotogravure section newspaper pages in fifteen large cities, and large space in black and white in newspapers of 123 other cities. Pages in leading fashion publications will also be used.

Campaign on Odeon Records Started

The General Phonograph Corporation, New York, has started an advertising campaign on its Odeon imported phonograph records. Newspapers in fifteen cities are being used. This campaign is being directed by Louis H. Frohman, New York advertising agency.

Smooth Top Range Account for Federal

The Standard Gas Equipment Corporation, New York, maker of Smooth Top Ranges, has placed its advertising account with the Federal Advertising Agency, Inc., New York.

Joint Luncheon for Agents and Business-Paper Publishers

The American Association of Advertising Agencies and The Associated Business Papers, Inc., will hold a joint luncheon at the Hotel Astor on April 2. Robert Tinsman, of the Federal Advertising Agency, representing the agency association, and M. C. Robbins, representing the business papers, will discuss the subject: "Working Together—What Contribution Can Advertising Agents and Business Paper Publishers Make to Bring About Better Marketing Methods and Lower Distributing Costs?" M. L. Wilson, of the Blackman Company, chairman of the national committee on business papers of the agency association, will preside. Introductory remarks will be made by Malcolm Muir of the McGraw-Hill Company, who is vice-president of The Associated Business Papers, Inc., and chairman of the A. B. P. agency relations committee.

H. J. Clarke with Seattle "Post-Intelligencer"

Hugh J. Clarke, until recently with the Washington, D. C., *Times*, has joined the Seattle *Post-Intelligencer* as assistant to the publisher and manager of the promotion department. He was formerly with the service and promotion department of the Philadelphia *North American*.

Spring Campaign Started on Coffee

The Joint Coffee Trade Publicity Committee has started a spring advertising campaign. The campaign began March 23 and will continue until April 6. Plans call for the use of space in 153 newspapers in 98 cities in 38 States. The copy will feature the fact that "coffee is still cheap."

Changes Name to That of Advertised Product

The name of the Fort Smith Garment Company, Fort Smith, Ark., has been changed to the Flyer Garment Company. This change was made to identify the company with the advertised trade-name of its product, Flyer overalls.

Becomes Vice-President of David C. Thomas Agency

George L. Sawyer has joined the David C. Thomas Company, Chicago advertising agency, as vice-president. He was with the Barber-Green Company for a number of years as New York manager.

Advertising Affiliation to Meet at Hamilton

The Advertising Affiliation, which includes the advertising clubs of Rochester, Buffalo, Erie, Pa., Cleveland, and Hamilton, Ont., will meet on May 15 and 16 at Hamilton.

NO matter which!

Study the subscription galley of any one of the Condé Nast Group—Vogue, Vanity Fair, House & Garden.

Try to find any difference in the buying power of each magazine's subscribers.

They live in the same part of town. They belong to the same clubs. They shop in the same stores. They have the same standards of living.

Some of them are especially keen about their homes, and take House & Garden.

Some of them are especially keen about their clothes, and take Vogue.

Some of them are especially keen about their brains, and take Vanity Fair.

But, no matter which of our magazines they subscribe to, their homes, clothes, surroundings and appointments are all of the best. They are the nice people of the town—the charge customers—the good spenders.

They are prospects for EVERY kind of quality merchandise.

That's why you ought to use the Group!

**VOGUE
VANITY FAIR
HOUSE & GARDEN**

THE CONDÉ NAST GROUP

JUST as the American editions of the Condé Nast Publications reach the nice people of America, so the foreign editions reach these same classes abroad.

British Vogue, published in London, is the key to the moneyed people of the British Isles.

Money is being spent in England now.

British Vogue's advertising lineage in 1924 increased 55% over its 1923 figures.

Mr. Lawrence L. Schneider, director and advertisement manager of British Vogue, is now in New York, consulting with American advertisers who wish to cover England.

Mr. Schneider may be reached by calling the Condé Nast Publications, Vanderbilt 2400.

BRITISH VOGUE

One of the Condé Nast Publications

Artelle, one of the fine couturieres of London, recently wrote this letter to British Vogue:

"A fortnight ago, my business reached the age of five. This morning my accountant has brought me an array of figures which gladden my heart, and will yours. I say 'yours' because 19/2d (95.8%) of every pound I have ever spent in advertising has gone to *Vogue*.

"So listen further. The turnover of my business for the fifth year was five times that of the first. The yearly increase has averaged 51% per annum, keeping close to that figure each year. No sky-rocketing—no added capital—just gradual growth.

"In the first year I spent in advertising £4.17.0d of every £100 I took. But last year, when I was spending three times as much money in advertising, the cost came down to £2.18.0d of turnover. This is interesting—very interesting—to me, to you, and maybe to other advertisers.

"And I tell you this as a thank you because 19/2d is very nearly a pound, so the credit is *Vogue's* by right."

The readers of British Vogue who have responded so payingly to Artelle's advertising will respond also to every kind of quality goods. Habitually, they look to British Vogue for news of all the best merchandise.

BRITISH VOGUE

One of the Condé Nast Publications

THE *quantity* of circulation is measured by the rate—you pay for what you get. The *quality* of the circulation is measured by the desire of the readers to buy the publication as indicated by the price they pay for it. Readers pay twice as much for The Indianapolis Star by the week than they need to pay for any other Indianapolis newspapers. They must like it twice as much!

The INDIANAPOLIS STAR

Always first—always fair—always complete

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS



National Representatives

KELLY-SMITH CO.
Marbridge Bldg., New York
Lyton Bldg., Chicago

GRAVURE SERVICE CORP.
25 West 43d Street
New York

Magical Effects with Pen and Ink

Squibb and Norris Show How to Touch the Commonplace with a Dash of Idealism

By W. Livingston Larned

COMMERCIAL photography has accomplished marvels. But advertising must employ every possible illustrative medium. While, for example, the modernist in photographic effort can take a very homely product and make it beautiful by lighting effects and the manipulation of shadows and the artistry of background accessories, there is, nevertheless a limit to these technical expediencies.

This explains why, periodically, an advertiser will turn his back on painfully exact facsimiles of packages, containers, and of various products and seek a technique which will not alone idealize an object, but make it doubly distinctive.

The public is strangely attracted to and by original pen drawings. Sometimes this interest borders on a sort of complex fascination. "How is it done?" people ask, as they study an extremely intricate pen illustration, made up of a vast number of delicate lines.

Only the other day, a national advertiser of note told a story which touches upon this phase of the subject.

"It has been our custom," he said, "to gather the originals of all our better periodical and newspaper drawings, at the end of the year, and, after neatly framing them, allow the exhibit to travel

around the country. Larger dealers use these paintings as window displays or stage a show in some department.

"Invariably, over a period of seven years, have been in black and white, wash, and in full color, oil. Even our newspaper illustrations have been in halftone, coarse screen, from bold wash drawings.

"Our advertising manager, at the beginning of the year, sought the services of a noted American illustrator who has always specialized in pen and ink. He made a series of forty beautiful drawings for us. He was determined to provide a new individuality for our advertising.

"In due time, we sent the new series on the road. It made an immediate hit. Salesmen, jobbers and dealers all agreed that this exhibit was the most successful of any."

This same advertiser, who makes a line of nine products, has

had them rendered in pen and ink, not for newspaper campaigns, but for use in periodicals, on the finest of coated paper stock. But they are not mere tracings over the familiar silverprint. Little is to be said in favor of a crude and commercial drawing of this type. If the line interpretation is to avail, artistically, it must have injected into it as much art, as much



THE importance of the vitamins found in pure cod-liver oil cannot be overestimated. They are essential to health; they are essential for the normal development of bone and for the soundness of teeth. They aid the body in its work of repair. They are essential not only to children but to adults.

Science has proved by thousands of tests that pure cod-liver oil is the richest known source of vitamins A, D, and E, and of the health-giving and growth-inducing vitamins!

Every bottle of Squibb's Cod-Liver Oil bears a label which states: "Squibb's Cod-Liver Oil is selected and treated by special Squibb processes which preserve the vitamin qualities. Result: it is more valuable than any cod-liver oil you've ever tasted."

on Squibb's Cod-Liver Oil at your druggist's.

SQUIBB

H. H. SQUIBB & SONS—Chemists to the Medical and Dental Profession since 1833

NOTICE HOW PEN AND INK ADDS
A TOUCH OF DISTINCTION

thought, as much skill, as any figure painter puts into a notable canvas. The quality of pen illustrations is of wide range.

It rarely happens that the finer examples are made over silver-prints. Nor are they merely pantographed - up from photographs. The artist starts with a sheet of white paper and builds

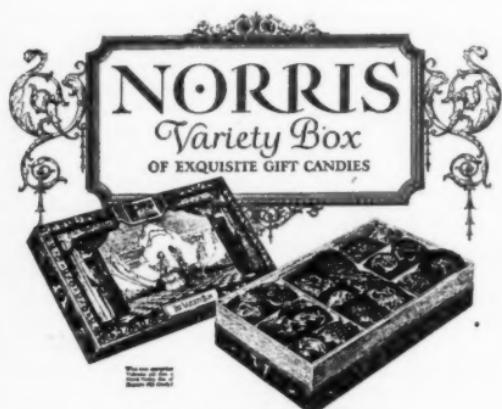
quickest time possible. It should be remembered that the draughtsmanship and the technique of the pen have given us some of the most exalted examples of illustrating. The old masters invariably liked to make sketches in this manner; if not with a pen, at least in the spirit of this school. We have had no more impressive illustrations in all the history of art, than the wonderful products of Abbey, and these illustrations are as much respected and admired today, by those who know, as they were when they came to life.

There is even more variety to pen and ink than to wash. Also, it possesses that strange fascination for the public which makes it so emphatically useful to the modern advertiser. A series in pen and ink will seem to make a deeper and more lasting impression, as campaign techniques go, than illustrations in wash produced by masters of their craft.

Those pen drawings which apparently attract the greatest attention are the ones in which a vast amount of intricate and complex detail is set down, painstakingly and with an eye to intense realism.

The object is reproduced exactly, even to elusive lights and shadows, reflections, the feel of a special surface, such as wood, or silver or glass. But, combined with this realism, there must be artistic merit as well. A too-slavish adherence to copy means a stilted, an inartistic illustration, which goes over into the woodcut classification.

We may designate, with praise uppermost, the current campaign for Squibb products. These range from a mere box of soda to a bottle with a most commonplace label. Pen drawings have been



The Love of St. Valentine

A VALENTINE almost more than any gift, is better suited for the right expression. In beauty and in quality more boxes for every occasion.

The reason why the Norris Variety Box, an impressively beautiful package in a splendor of purple and gold, is the happiest choice you can make.

First of all, the Norris name implies your assurance on the higher quality. Then the beauty of the box itself makes the Variety Box a delight to the eye - as every gift

should be. For St. Valentine's Day the Variety Box has a special wrapping.

There's no describing how good the selected bonbons are. And the box was selected because it was a favorite. The result is a measure of success - delicious from the first piece to the last.

If you desire the Norris Candy Box, send for \$1.25 and we will send you the box and one package to any part of the U. S. and shipped the same day that the order is received.

Send for Sample
For St. Valentine's Day
Order for \$1.25 and we will send you the box and one package to any part of the U. S. and shipped the same day that the order is received.

PEN AND INK MAKES THE PACKAGE EXCEPTIONALLY PROMINENT

his drawing from the ground up. He studies out unusual perspectives which have not been used before; he makes an important point of lighting, and he seeks a technique which will be in harmony with the character of the product itself. If feminine as to character, then the pen delineation will be delicate and atmospheric; if, on the other hand, the product is rugged and performs rugged service, then the pen technique is made to correspond. These considerations are of the greatest importance.

Pen and ink should not signify unimportant line drawings, dashed out by uninspired artists in the

"A Class Magazine in a Class by Itself"

The APRIL NUMBER of

Harper's Bazar

*is the largest issue
ever published*

*...in advertising lineage
...in advertising revenue
...in number of advertisers
...in every way*



Harper's Bazar

2/- IN LONDON

50c

10fr. IN PARIS

created with really surprising results. The homely and rather unimportant containers are transformed. One would never have suspected that a bottle of cod-liver oil could be idealized to this astonishing extent, or a small box of soda given genuine artistic glamour.

In this instance, a pen-and-ink rendering served several vital advertising purposes. First, it supplied the advertising with a distinctive and exclusive atmosphere in its art phases. Secondly, it gave visual charm and appeal to commonplace products, not in themselves artistic. A photograph could only have provided soft-focus effects and added details of blunt realism. Such illustrations of the products would have been too matter-of-fact, too precise. The artist, however, with his pen has added and subtracted as he thought artistically best. The technique provides undeniable appeal. Accessories and animated backgrounds, while subservient, are done with exquisite understanding. The Squibb series is really a notable one and will bear close study.

Not long ago, we came upon a pen reproduction of a certain mail-order catalogue, which was more artistic, more charming, than the original book, executed in full color. Something in the work of the gifted pen did this.

Pen and ink is just that way: someone has compared it with a magic wand which transforms the ugly duckling, and makes a princess of the most humble Cinderella. A piece of machinery, which, done in halftone from a photograph, would not attract a second glance, becomes art when interpreted wisely by the pen-and-ink artist.

The entire line of candy boxes for Norris, Inc., has recently been interpreted in pen work, and an incredible amount of artistic charm added to their presentation as a consequence. Here the detail is infinite, and a very fine pen needs make very fine lines in order correctly to visualize the labels, but, as compared with the average retouched photographs of such ob-

jects, the Norris campaign has convincingly visualized the value of this handling.

F. E. Tripp, General Manager, Gannett Newspapers

Frank E. Tripp, publisher of the Elmira, N. Y., *Star-Gazette*, *Advertiser* and *Telegram*, has been appointed general manager of the Gannett newspapers controlled by F. E. Gannett. These newspapers are known as the Empire State Group. They include, in addition to the Elmira newspapers, the Rochester *Times-Union*, Utica *Observer-Dispatch* and the Ithaca *Journal-News*.

Mr. Tripp becomes Mr. Gannett's personal representative in editorial, advertising and management matters. His headquarters will be at Elmira.

Together with Mr. Gannett, Mr. Tripp is associated in the ownership of the Elmira properties of which he has been publisher for the last two years. Before his appointment as publisher he was advertising manager for seven years and, in addition, he has spent sixteen years in their editorial departments.

Hosiery Account for Paschall Agency

The First National Hosiery Stores, with headquarters at St. Louis, has appointed Irvin F. Paschall, Inc., Chicago advertising agency, to direct its advertising account. Newspapers will be used in a campaign on a trade-marked line of hosiery.

J. J. Wolfe with Philadelphia Weekly

John J. Wolfe, formerly with N. W. Ayer & Son and Donovan-Armstrong, both of Philadelphia, has become advertising manager of the *Kensington Bulletin*, weekly newspaper of that city.

Shoe Account for Bruce Morgan Agency

The Bruce Morgan Company, Chicago advertising agency, has been appointed by the Chicago office of Hanan & Sons to direct the advertising of Hanan shoes in the West.

Youngstown Boiler Company Advances F. B. Zopf

F. B. Zopf, general manager of the Youngstown Boiler & Tank Company, Youngstown, Ohio, has been elected vice-president in charge of sales.

Ford Sales for January

January sales of the Ford Motor Company, Detroit, totaled 103,022 cars and trucks, 4,156 Fordson tractors and 395 Lincoln cars. In January, 1924, Ford produced 161,000 cars and trucks and 4,837 tractors.



Where the Names and Addresses of the 220,000 Subscribers to the McGraw-Hill Publications Are Filed and Card-Indexed

"X" Marks the Spot

Last year 4798 subscribers to *Engineering & Mining Journal-Press* sent in changes of address.

"X" marks the spot where such corrections are made.

The fact that these changes of address affect 40 per cent of the 12,000 paid circulation of *Mining Journal-Press* only goes to prove that—

(1) A mining man seldom stays put. He moves about frequently;

(2) Wherever he goes he continues to function as a buyer of mining equipment and mine supplies;

(3) He must keep abreast of development in methods, processes and equipment;

(4) He must keep up-to-

date on current mining and metallurgical technology;

(5) He knows *Mining Journal-Press* is the one paper he can rely on to give him the *authoritative net* of all development in methods, processes and equipment, and all current mining and metallurgical technology;

(6) He pays from \$5 to \$8 a year (depending on where he lives) for *Mining Journal-Press*, and, *by George!* he's going to get the service he needs and pays for.

Link up (2) and (5) and you have the reason why *Mining Journal-Press* is the strongest advertising medium in the metallic and non-metallic mining industry.

ENGINEERING AND MINING JOURNAL-PRESS

A McGraw-Hill Publication—A.B.C., A.B.P.—Tenth Ave. at 36th St., New York

When Murat Halstead Cincinnati Was a "Morning"

When the G. A. R. was about as old as the American Legion is now,—when railroad trains were even less common in the Ohio Valley than aeroplanes are today,—when Bakers' four-horse omnibus was the only means of transportation between the post office and Walnut Hills,—Cincinnati *was* a morning newspaper town. But that was way back in the nineteenth century.

With the dawn of the twentieth century the supremacy of the morning newspaper in Cincinnati was wrested from them. For the past seventeen years the evening Times-Star, both editorially and as an advertising medium, has been the dominant newspaper of this field.

Never once in all these years has any other Cincinnati newspaper carried an equal amount of display advertising. Never once has the leadership of the Times-Star in dis-

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

“I was writing Editorials in Newspaper Town”

play advertising, local or national, been threatened.

Today this leadership is more pronounced than ever before. Local advertisers, regardless of classifications, are not only placing more display lineage in the Times-Star but they are placing a larger percentage of their total lineage in this medium.

National advertisers are more and more coming to accept the Times-Star as the only newspaper necessary to tie-up their national campaigns with the local Cincinnati public. Two years ago 147 national advertisers used the Times-Star exclusively in this field. Today the number has increased to nearly 200.

In making up your newspaper schedule remember that the Cincinnati of 1925 is very different from the Cincinnati of 1875.

For detailed information address the merchandising department of Cincinnati's leading newspaper.

I TIMES-STAR

Member of Audit Bureau of Circulations

Selling the "Seller"

OKLAHOMAN-TIMES ADVERTISING IS A COMPELLING INFLUENCE AMONG DEALERS IN ALL LINES THROUGHOUT ALL OKLAHOMA



Securing the co-operation of the dealer is easy in Oklahoma. He is influenced by the same far reaching newspapers that formulate the buying habits of his customers.

A recent state-wide survey shows that 71% of all dealers interviewed read an Oklahoma City newspaper.

—That of those reading an Oklahoma City newspaper 68% read the Oklahoman, and 32% the Oklahoma City Times. 18% read both Oklahoman and Times.

—Only 9% of those reading an Oklahoma City newspaper do not read the Oklahoman-Times.

The OKLAHOMAN-TIMES

Mornings & Sunday Evenings
OKLAHOMA CITY

February paid average-119,448 daily- 86,462 Sunday

Results

of a Survey made among the dealers on the mailing list of an Oklahoma City jobber including retailers in all lines. Results are based on replies from 781 dealers. 408 of them located within 100 miles of Oklahoma City, and 373 more than 100 miles distant.

550 read an Oklahoma City newspaper.

327 read the Oklahoman-Times and no other Oklahoma City newspaper.

372 read the Oklahoman
176 read the Times

5 read the third Oklahoma City newspaper.

"The Combination to Prosperous Oklahoma" tells more about OKLAHOMA—one of the nation's Brightest Spots—sent on request

Salesmen Who Sell Themselves Rather Than the Line

The Unreasonable Man, Who Is Hard of Hearing When Anyone Says "No," Is More Apt to Win the Day

By A. H. Deute

General Sales Manager, The Borden Company

THREE is scarcely an employer of salesmen who hasn't been confronted at least once by the problem of the good mixer on the sales force—the likable, enthusiastic booster who is loyal to the house, strong for the line and for the boss, popular with the trade, but who doesn't know how to get the orders.

Jones was just about the best liked salesman in Akron. The retail grocers knew him to be their friend and they were his friend. Whenever the grocers' association had a banquet or a picnic, Jones was the handy man on the job. When there was anything to be done that required a good, hard-working, enthusiastic man on the job, they could always call on Jones. He was "in right" with all the trade. He worked the trade regularly for a biscuit manufacturer.

But for some reason or other, the orders didn't seem to come as they should.

One day, the man in charge of sales for that district came around to check up on Jones and see just why the orders were not coming in. This sales manager went into the town without announcing himself. He was a shrewd individual and did not look up Jones, only to be taken around to a few pet accounts. On the contrary, he went out alone—making store by store.

Much to his surprise, he found, in practically every store, that Jones was well known and well liked. "Sure we know Jones." "Just about the cleanest and finest boy that makes this town." "Nothing too good for Jones, because there isn't enough that Jones can do for us." Certainly Jones stood well. Hadn't he almost single-handed made a success of the last two picnics? Hadn't he gathered

up the prizes? Hadn't he stuck to the job for a week to make it a success? And hadn't he labored hard and long the entire Saturday? The company was certainly fortunate in being represented by a man like Jones. He was building up a lot of good-will.

If he had not had the sales figures with him, the investigator would have felt that there must be a mistake and that he had gotten into the wrong town. A superficial investigator would have decided that the company stood well in Akron and that in Jones it had one of the most popular, hard-working salesmen to be found—a man who was making good in a big way.

But when one came to look over the actual billings for the last couple of years, the thing was puzzling indeed. Just why could a man be so solid with the trade, such a hard-working individual, and at the same time do so little business? Jones was plainly not loafing.

Why couldn't he get the business?

A GOOD FRIEND BUT A POOR SALESMAN

The sales manager asked this of a number of dealers. The question rather surprised them. "Why, isn't Jones making good?" one of them replied in mild astonishment. "I figured that he certainly is doing a fine job here."

"How much are you buying of Jones?"

"Well, now, I guess I haven't been handling much lately," was the answer. "But you see the Black people had a big deal on a while back and I got a show case in return for a quantity purchase."

And so it went, from store to

store. Jones was popular but he wasn't getting the business.

After two days of careful study of the situation, here was the plain answer: Jones had sold himself—"hook, line and sinker." But he had not sold the line. He had built up a world of popularity at the expense of the company. The company was paying his living expenses and his traveling expenses, while Jones was "getting in right" with the grocers and the clerks and their families. It was very pleasant and enjoyable for all concerned except the company back of Jones.

The cold facts were that Jones was not thinking first and last about selling goods. He was one of those accommodating individuals who take real delight in being nice to people. In all justice to Jones, he had gotten into this condition unconsciously. He did get a little business—just about enough to keep him cheered up, because Jones was the type of individual who is satisfied with little. And so the orders were largely complimentary orders. The trade did not take Jones seriously, so how could they take his line seriously?

This recalls a conversation that took place a few years ago in a directors' meeting of a now prominent concern. At that time that company, already old in years and well established, had seemingly fallen into a sort of lethargy. Business was not coming in as it should. The directors were gathered to consider the matter and to listen to a report of the sales manager. As the sales manager came to the conclusion of his report, he wound up something like this: "I realize, gentlemen, that we may not be at the moment getting the business that ought to be ours. But we are building up a great and lasting good-will for the company. We have representing us the finest possible type of men—men from the finest families in this section. These men can go among the best people anywhere. They are a credit to the company. While right at this moment they are not selling what we woul-

like to have them sell, they are accomplishing much that only men of their high type can accomplish."

All during these latter remarks, one member of the board was seen to slide lower and lower in his chair and take on a more and more glum expression on his face. The sales manager, noting this individual, turned to him and said: "Mr. Smith, you don't seem to be in accord with what I am saying."

"I'm in accord, all right," was the reply, "but I feel that it might be possible to make a suggestion. I want to suggest that we simply fire these nice, high-bred gentlemen who can't sell anything and hire a bunch of mean, little tykes who don't know anything except that they are paid to bring in orders."

A "HIGH-BRED GENTLEMAN"

Gordon Waite was a salesman of the "high-bred gentlemen" class. He sold roofing, or rather he traveled around the territory at the expense of a roofing manufacturer. The only difference between him and most men of his type was that Waite became alive to the truth before his boss did. So he saved his job and made good at it before the house found him out and dropped him.

One day he was calling on a prospect with whom he had become well acquainted. For two years, Waite had been trying to work this dealer around to taking on his line. He was a carload buyer and a most desirable account. He was getting low on his old stock of another line and the time was ripe to get the deal closed.

Waite was mightily encouraged when he got into town. The dealer was glad to see him. It was getting near closing time and the dealer asked him up to the house for dinner. This was working out splendidly. Waite would have a great chance to wind up the deal. After dinner, when the whole family had settled down for a pleasant evening, the phone rang. With an exclamation of impatience, the dealer excused himself. A most

Then and Now

*Proving How the Evening Newspaper Situation
in Chicago Has Changed*

FEBRUARY, 1917

Chicago Daily News had a daily average net-paid circulation of	Chicago Evening American had a daily average net- paid circulation of
468,246	412,390

The Chicago Daily News led the Chicago Evening American in daily average circulation by 55,856.

FEBRUARY, 1925

Chicago Daily News had a daily average net-paid circulation of	Chicago Evening American had a daily average net- paid circulation of
423,358	502,145

Chicago Evening American Led the Chicago Daily News in Daily Average Net-Paid Circulation by 78,787.

Chicago Daily News Loses 44,888 daily average net-paid circulation in eight years; Chicago Evening American Gains 89,755 Daily Average Net-Paid Circulation in Eight Years.

CHICAGO EVENING AMERICAN

A good newspaper

important engagement which he had just made required his going downtown for a half hour. Waite could stay and entertain the family.

The dealer returned in an hour. Later in the evening, when the rest of the family had retired, Waite found out that the individual who had made the engagement was the hard-working salesman of another roofing line. He was in town with all the details of a most interesting special offer and had induced the dealer to come downtown. And on the spot he closed the deal.

The dealer was rather embarrassed about it all. He apologized to his friend Waite.

"I really suppose I ought to have taken on your line," he explained. "But, of course, you know how it is. You and I have been friends a long time and you know that everything else being equal I'd have given you the business. But here is a proposition which I know your house couldn't afford to undertake."

When the friends parted for the night, Waite took away what in this one instance happened to be worth, in the end, more than a carload order. He took away with him the confirmed impression that he was one first-class simpleton when it came to the business of selling goods. He learned his lesson. But not one man in a thousand who gets into that position is able to find his way out of it unaided.

Like many another disease to which salesmen are subject, here is one which it is almost impossible for the individual to diagnose. His very nature, which makes for his excessive friendliness, makes it impossible for him to see his own shortcoming.

A few years ago I was covering a territory with a candy salesman named Carlson. He had been telling me all morning about a confectioner in Newburg, Oregon, who was his personal and particular friend. This dealer always knew that Carlson was coming and always held the noonday dinner until his arrival. Both the

dealer and his wife were always glad to see Carlson. Sometimes Carlson took his wife along to spend the afternoon in the dealer's home. This dealer and his wife lived back of their store. The back door of the store led into the dining room of the family. And so we were looking forward to this good, home-cooked meal. It was right up to expectations. Everything was friendly and cordial. But as we looked around the store before dinner was ready, it was plain that Carlson was not getting much business from his friend. After dinner, I asked the dealer why he was featuring a competing line. It was a line which was practically on an even footing with ours, so far as quality and price were concerned.

"Yes, it's a shame," he explained. "I'd rather handle anything that Carlson sells but people in this section all like that brand of candy. Of course, personally, Carlson is one of the best friends I've got, but business is business and I can't take a chance on ruining my trade by changing lines. Carlson knows how it is. He's mighty fair-minded about it. One of these days, I'm going to sell this place and when I start in another location, I'm going to get started with your line."

THE OLD TROUBLE AGAIN

And there it was again. The good, friendly dealer wasn't any good as a customer. He could be made into one. But Carlson "understood." He was "fair-minded" about it. That sounded fine enough, but how about Carlson's fair-minded attitude toward the company that was paying him? He was being paid to go to Newburg and get business—not to make personal calls on men who were friends of his.

"These fair-minded salesmen aren't for me," the owner of a paint concern said to me one day. "I want the unreasonable chap—the chap who is a little hard of hearing when anyone says 'No'—who has one of those single-track minds and who gets it into his head that he is on the

How Exclusive Detroit News Advertising Sells Drugs



THE statement reproduced from an advertisement of the Kinsel Drug Company in The Detroit News March 4 succinctly tells the story of Detroit News' "pulling" power.

The quantities quoted here are little short of phenomenal for a single store in one year. This store is said to be leading the country in drug sales.

The Kinsel Drug Company uses The Detroit News exclusively, as it has done for years, knowing that the most economical method of reaching Detroit's greatest market lies in the columns of this paper.

The Detroit News, with an ever-increasing circulation—now upwards of 285,000 weekdays and 300,000 Sundays—offers a most unusual opportunity, for no other city of Detroit's size or larger can be covered so thoroughly by one newspaper as Detroit is by The News.

The Detroit News

Greatest Circulation, Week-day or Sunday, in Michigan

FACTS about the Wisconsin Market



America's Leading Dairy State
—Wisconsin has more than 2,000,000 dairy cows. She produces 63% of America's cheese and 28% of the condensed milk made in this country. The annual value of her butter, cheese and milk amounts to \$244,910,000. There's a market in itself!

• • •



A Leader in Diversified Industry
—46 major divisions of industry represented by 10,393 manufacturing plants, engaging 317,899 people, with an annual pay roll amounting to \$377,978,303 — here is another part of the Wisconsin market well worth cultivation.

• • •



A Prosperous Farming State
—Wisconsin's 189,295 farms are valued at \$2,677,282,997, an average value per farm of \$14,143. Government figures place a value on Wisconsin farm crops of nearly half a billion dollars. Plenty of money to spend here.

• • •



Heavy Bank Deposits — Wisconsin bank deposits total \$738,582,568.12 — a vast reserve of wealth upholding Wisconsin's buying power and stabilizing this great market. The per-capita of the state's 2,632,067 citizens amount to \$2,887.00.



An Automobile for Every Five People—Wisconsin's 471,195 automobiles could take every citizen of the state for a ride at one time.

There's untold basic wealth back of this automobile registration.



The Good Roads State—3,300 miles of paved roads—14,252 miles of well-kept gravel roads—with not a dollar owed against them. These modern highways speed distribution and sales throughout the Wisconsin market.



Highly Intelligent Population

—The percentage of illiteracy in Wisconsin is remarkably low—only 1.7% and every family in the state that can pay for three meals a day reads a Wisconsin Daily Newspaper.



Complete Newspaper Coverage—Wisconsin's Daily Newspapers, 47 in number, are read daily by 715,000 prosperous Wisconsin families—practically 100% of the state's population—a great sales influence in a great market.

Let the Wisconsin Daily Newspapers show you how best to cultivate the rich Wisconsin market. For complete data, address the Secretary, 421 Sycamore St., Milwaukee, Wisconsin.

Wisconsin Daily Newspapers

road to get orders and nothing can change that impression."

Being "in right" with the trade is a useful attribute. But unless it helps the house get business, it is of no value to the company. Too many salesmen confuse being "in right" personally with getting their line "in right." Many a dealer is thoroughly sold on one salesman, representing a certain house, but he has also been thoroughly sold on the merchandise put out by another house. He invites the one man to his house for dinner and he does it because that man is "in right" with him and his family. Then he gives his order for merchandise to that man's competitor because, while he may not like that other salesman so well personally, his merchandise is "in right."

A few months ago I picked up a bulletin from a sales manager to one of his men. It was lying in the smoking compartment of a Pullman car. I don't know the name of the sales manager or the house he represented. But here is a paragraph from the bulletin: "Sell the line. Don't sell yourself. Many a man is a good salesman but he loses his job because he forgets what he is hired to do. Many men are classed as 'good mixers' because they have been working so hard selling themselves that they forgot to sell their goods. But the boss isn't forgetting about it, because the expense accounts come in and pay day comes around. Now and then a man who hires salesmen is fooled on this. He confuses the good mixer with the good order getter. But not for long. So sell the line. That's what you are paid for. Make the line look good to the dealer. You will get plenty of glory and plenty of credit and best of all plenty of money by basking in the reflected glory of the line you are putting over big."

G. R. O'Neill Joins Rankin

G. R. O'Neill, formerly with The Biow Company, Inc., has joined the promotion department of the New York office of the Wm. H. Rankin Company, Inc., advertising agency.

New Account for Gardiner-Mace

The Marinello Company, New York, toilet preparations, has placed its national advertising account with the Gardiner-Mace Company, New York advertising agency. Magazines and newspapers will be used in a campaign on Marinello products and the National School of Cosmeticians, which is conducted by the Marinello Company. The company's headquarters were recently moved to New York from Chicago.

Printed Salesmanship Advances

A. J. Palmer

Printed Salesmanship, Inc., New York, producer of direct-mail advertising, has appointed Arthur J. Palmer executive manager. He succeeds F. G. Ferguson, who has resigned.

Mr. Ferguson will go to England to establish a direct advertising department for C. Nicholls & Company, Manchester, printers. He plans to return to New York in the fall.

Campaign Planned for Trublpruf Tires

The Lambert Tire & Rubber Company, Akron, Ohio, manufacturer of Trublpruf tires, is planning a national advertising campaign. Magazine, trade paper and direct-mail advertising will be used together with dealer helps. This campaign will be conducted by the Cleveland office of The H. K. McCann Company.

Cleveland Lithographer Appoints Eastern Manager

F. Walter Muller has been appointed Eastern sales manager of the Commercial Poster Company, Cleveland, lithography. He will have his headquarters in New York. Mr. Muller previously was with the Tucker-Scheuerman Company, Long Island City, New York.

Changes in Officers of Ward Baking Corporation

The Ward Baking Corporation, New York, has elected William B. Ward chairman of the board of directors. George B. Smith who has been associated with the company for many years, succeeds him as president.

Association of National Advertisers to Meet

The semi-annual meeting of the Association of National Advertisers will be held at the Edgewater Beach Hotel, Chicago, on May 6, 7 and 8.

Joins Fargo, N. D. Agency

Ralph W. Keller has been appointed manager of The Pierce Advertising Agency, Fargo, N. D. He was formerly secretary of the Knight Printing Company, Fargo.



March 26, 1925

PRINTERS' INK



*For a Perfect
Advertising
Solution*

National Outdoor

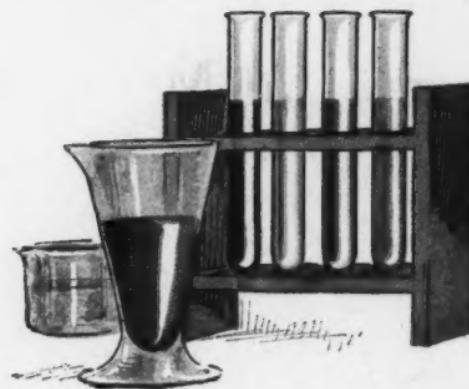
Fifth Avenue and Broadway
at Twenty-Fifth Street · New York

MIXING the ingredients for advertising success calls for unity of hand and mind. Test tubes of successful advertisers produce the perfect formula, when Outdoor Advertising, blended with other media, is placed through their own advertising agency in co-operation with the Bureau.

Advertising Bureau

1627 Lytton Building · State Street
at Jackson Boulevard · Chicago





OVER 200 of the leading agencies, through their organization, the National Outdoor Advertising Bureau, are equipped to render this highly specialized service. The advertiser, through his own advertising agency, can secure unbiased advice and a complete service in all of the different forms of Outdoor Advertising, everywhere.

**NATIONAL OUTDOOR
ADVERTISING BUREAU**
(Incorporated)

Fifth Avenue and Broadway
at Twenty-Fifth Street
NEW YORK

1627 Lytton Building
State St. at Jackson Blvd.
CHICAGO

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Do You Really Know the Size of Your Market?

Saturation Myth Gets Hard Jolt When an Ice Company Finds That Everybody Doesn't Use Ice and Advertises for Additional Customers

OFFICIALS of the Polar Wave Ice & Fuel Co., of St. Louis, desiring to ascertain just how much, if anything, there is in the theory that "of course practically everybody in St. Louis uses ice," made an investigation. For a long time it had been commonly supposed that for a family to buy ice, provided it had the money to pay, was just as inevitable as that it would use water from the city supply. The investi-

Ohio, for example, there were 24,000 homes to which no ice ever was sold. In Kalamazoo, Mich., only 47.9 per cent of the population used ice in the summer. In another town of 50,000 inhabitants, where there were 6,278 residence telephones, only 2,778 families used ice, and then only an average of eighteen pounds per day.

The Polar Wave company correctly concluded that it had been taking too much for granted, that it had been under-estimating its selling capacity and that its best interests demanded that it do some constructive advertising to educate people about ice.

The resulting newspaper campaign has been in progress for about two years and the story now told by the company's gross sales figures is quite different. Volume has been largely increased. Especially is this true in the winter months.

The campaign set out to accomplish these three things:

To stress the idea that the man who delivers ice is much more than a common nuisance who places muddy footprints on the clean kitchen floor and that the ice company does more than deliver a big bill on the first of every month—that both convey a real service that means something.

To increase the consumption of ice by showing householders new ways to use it.

To show the best ways to use ice so as to get the best results.

The problem was approached in an economic way. The advertising brought out points such as that ice should have a definite place in the family budget because it cuts down food expense by preventing waste and by permitting the purchase of foods in larger and more economical units.

It reminds the housewife "if your butcher didn't keep his meats in a refrigerator you would find another butcher and so isn't a

Take a bucket along with the picnic basket

A GENEROUS size bucket that holds a good, big piece of ice. Enough so there will be plenty for the drinks and enough to cover the tomatoes with cracked ice. A bucket of ice will turn the picnic lunch into a regular banquet.

**POLAR WAVE
ICE**

AMONG OTHER THINGS, CAMPAIGN STRESSES NEW USES

gation, however, showed the surprising fact that only a little more than one-third of the families in the town used ice at any time.

Apparently the company had a long way to go before its market even approached the saturation point.

Was this condition peculiar to St. Louis, with its short winters and long summers? The company investigated further and discovered some conditions in other towns that were even more startling. It learned that in Dayton,

well iced refrigerator just as necessary in a home as in the butcher shop?"

It emphasizes the need for all-the-year use of ice by demonstrating the bad points of the outdoor refrigerator—the box contraptions that so many women fit up in their pantry windows for use during the winter.

"This outdoor refrigerator idea," an official of the Polar Wave company tells PRINTERS' INK, "is a commonly accepted one for the simple reason that the people have never been told anything better. This sort of refrigerator has been in use for generations and is accepted without question or argument. We maintain in our advertising that foods in this sort of surroundings are subjected to deterioration through germs and dust.

"To get the right idea before people, we show in our advertising some of the scientific principles of refrigeration. For example, we set forth that ice in a refrigerator melts in a peak because the circulating air strikes it at the top. In other words, ice circulates the air, chills and purifies it. We explain to women what causes the scum that at intervals has to be cleaned out of the refrigerator drain pipe. This is nothing more or less than the impurities from the air which have been gathered up by the circulating process caused by the melting of the ice. When we tell them a few facts such as these, women conclude that the expenditure of a few additional cents daily for ice is really the very best kind of economy."

Among the advertisements designed to cause a large consumption of ice are some advising that a bucket of ice be taken along with the picnic lunch. Others provide recipes showing in detail the part ice has in the concoction of dainty desserts and other articles of food. "There is a chef hidden in each piece of ice," says one presentation.

The advertising gives the housewife directions to whip stubborn cream, to prepare frozen fruit in the can, to remove the canned

taste from foods. It sets forth such practical ideas as that ice works best when it is not overcrowded—therefore that the refrigerator should be large enough and that nothing but ice be kept in the ice chamber of the refrigerator.

The newspaper advertising is supplemented by a series of envelope enclosures sent with the monthly ice bills. The enclosure with the February bill this year was directed against the window ledge refrigerator idea.

To an extent the Polar Wave campaign was brought about by the competition of refrigerating machinery. This competition has not grown to a point where it cuts in a great deal on the need of ice for home use, but the company wanted to provide against future contingencies.

"The time to beat competition," said the official above quoted, "is before it begins to get strong. Competition is best met by looking ahead and providing against possibilities. The biggest consideration, of course, is in waking up this dormant market and in showing more people the benefits of using ice. In this direction alone there is almost limitless room for constructive selling work of the very best kind we can do."

G. A. Woodard Advanced by Macfadden Publications

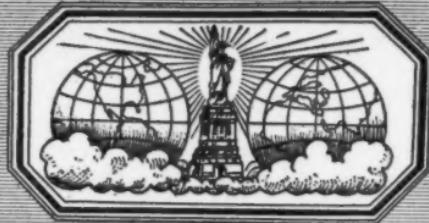
George A. Woodard, who has been representing *True Story* in Philadelphia and the South, has been promoted to the position of Eastern advertising manager of The Macfadden Unit, which includes *True Story*, *True Romances*, *Fiction Lovers*, *Dream World* and *True Detective Mysteries*.

Places Folding Bathroom on Market

The Kentucky Wagon Manufacturing Company, Louisville, Ky., is trying out three plans of marketing its Bluebird Folding Bath. The first calls for space in general magazines; the second for distribution through hardware dealers, and the third, for house-to-house canvassing. The product is for use in homes without running water.

J. S. Jetton with Norris, Inc.

J. S. Jetton has been appointed general sales manager of Norris, Inc., Atlanta, Ga., maker of Norris candies.



123% UP!

IN the first two weeks of March, the ten great stores listed below increased their WORLD space 22,550 lines over the same period last year—a gain of 123%:

B. Altman & Co.	Arnold,
Best & Co.	Constable & Co.
Bonwit, Teller & Co.	Bloomingdale's
R. H. Macy & Co.	Lord & Taylor
Stern Brothers	Saks—Herald Square
John Wanamaker	

A forceful bit of evidence of the advantage of talking to a 3 cent morning audience.

The  **World**

MALLERS BUILDING
CHICAGO

SECURITIES BUILDING
SEATTLE

PULITZER BUILDING
NEW YORK

CHANCERY BUILDING
SAN FRANCISCO

GENERAL MOTORS BUILDING
DETROIT

TITLE INSURANCE BUILDING
LOS ANGELES

Art Directors Club to Hold Annual Exhibit

THE Art Directors Club will hold its fourth annual exhibition of advertising art at the Art Centre, New York, from April 27 to May 14. As a result of the large attendance at the exhibition last year, the exhibition committee has arranged to have the 1925 exhibit open to the public from 10 a. m. to 9 p. m. on week days and from 2 p. m. to 5 p. m. on Sundays.

The exhibit will be divided into six sections as follows: Paintings and drawings in color, posters and car cards, black and white illustrations, magazine and newspaper pen-and-ink illustrations, decorative designs, and photographs, unretouched and retouched.

This year there will be a special medal awarded in the poster and car card section which has been presented by Barron Collier to encourage better work in this field. In addition to the regular awards there also will be one for the best designed complete advertisement. The jury will be asked to take into consideration the number and nature of the elements required for each advertisement and to make its award for the most competent solution of this problem.

At the exhibition last year there were 430 exhibits shown. This year the committee plans to limit the number of entries to about 375. This action is being taken to allow for a better presentation of the exhibits selected.

In accepting entries, Gordon C. Aymar, chairman of the exhibition committee, said that the committee is taking the following things into consideration: First, quality, regardless of any other element; second, a desire to get as great a number of artists represented as is possible; third, to have as many agencies represented as possible, and fourth, to get as great a representation of advertising work throughout the country as possible.

The Art Directors Club has spent more than \$11,000 in con-

ducting these exhibitions over the last three years and, in order to defray the expenses of the coming exhibit, an entry fee of \$2 will be charged for each picture accepted and hung. All material submitted must have been used for advertising purposes and have appeared prior to January 1, 1925, and preferably during 1924. The final closing date for entries is April 4.

The members of the exhibition committee are: Gordon C. Aymar, J. Walter Thompson Co., chairman; Willard Fairchild, Lennen & Mitchell, Inc., vice-chairman; Morris Aleshire, *Liberty*; George W. Bonte, Warner Bros., Inc.; Rene Clarke, Calkins & Holden, Inc.; James Ethridge, Jr., The Ethridge Association of Artists; Walter P. Lloyd, Henri, Hurst & McDonald; Byron J. Musser, Stanford Briggs, Inc.; Gerald Page-Wood, Erwin, Wasey & Co.; Henry B. Quinan, *Woman's Home Companion*; Ralph Shultz, F. J. Ross Co.; Francis Todhunter, William Oberhardt and David Silve.

Conductors Made Stock Salesmen in Philadelphia

The Philadelphia Rapid Transit Company is marketing an issue of \$3,000,000 of preferred stock through its car conductors and subway-elevated cashiers. The plan was introduced with full-page newspaper advertising. Later newspaper copy pointed out the advantages of the issue as an investment and referred the readers to "Service Talks," a house-organ distributed by conductors to car riders. Car cards featured the slogan "Buy as you ride," "You ride with us; share with us, too." The stock is sold on an instalment plan of \$1 per week per share; instalments payable to any conductor.

New Accounts for Turner-Wagener Agency

The Rumely-Robbins Company, Sycamore, Ill., manufacturer of threshers, and the Russell Water Softener Company, Chicago, maker of water softeners, have placed their advertising accounts with the Turner-Wagener Company, Chicago advertising agency.

Forms Grand Rapids Advertising Business

Allan G. Miller, for five years with the Brearley-Hamilton Company, Grand Rapids, Mich., advertising agency, has started an advertising business under his own name at that city.

NEXT time
You're at the theatre—
Look around!

Every fifth person
You see
Buys
The American Weekly Magazine!

Every *third* person
Reads it!

That is
Circulation!

Eight dollars a line
Is the rate!



The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the
following Sunday Newspapers:

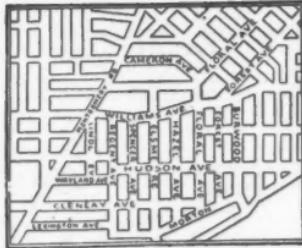
New York—American
Boston—Advertiser
Washington—Herald
Atlanta—American
Syracuse—American
Rochester—American
Detroit—Times
Milwaukee—Sunday Sentinel & Telegram

Chicago—Herald and Examiner
Seattle—Post-Intelligencer
San Francisco—Examiner
Los Angeles—Examiner
Fort Worth—Record
Baltimore—American
San Antonio—Light

"If you want to see the color of their money—use 'color'." A.J.K.



N. B. This advertisement is one of a series appearing in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.



I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI

"Goes to the home,

Mrs. Norwood . . .

her home is her castle

Some might call her "mid-Victorian"; others "ultra-modern." As a matter of fact she is neither, but a charming combination of both—a woman who has kept the best of the age that's gone; who has added the best of the age that's here!

Musical and literary clubs, Red Cross and Community Chest drives know her well. But while Mrs. Norwood lends herself unselfishly to these activities, her heart remains in her home. Mr. Norwood says she is a "wonderful little manager"—and she proves it every day in her buying.

It is as a help in this latter duty that the Daily Enquirer enters Mrs. Norwood's life. In the hour after the children leave for school she plans her shopping and *reads her paper*. A few hours later, with shopping information fresh in her mind, she does her day's buying.

How many Mrs. Norwood's are there? For example, in the district shown in the map are 869 homes. Here 619 Enquirers are delivered every morning.

Combined with such coverage is real purchasing power. Out of Norwood's 5,500 families, 3,210 pay income taxes—a market as fertile as any advertiser could wish. Cultivate it with the home paper of this market—the Daily Enquirer.



ENQUIRER
stays in the home"

Just Imagine

- an attractive home with well-kept lawn
- the husband and wife interested in making it the pride of the neighborhood
- the rooms tastefully furnished
- the children vigorous, healthy and active
- the car always ready to go because it is given care
- clean, wholesome neighbors
- the kind you like to visit because they radiate happiness

Picture this home—this family—in any city, town or suburb—

Then multiply it by 600,000 and you have some idea of the market you reach with BETTER HOMES and GARDENS.

Better Homes and Gardens

E. T. Meredith, *Publisher*

Des Moines, Iowa

Early Advertising Conditions as Reflected in Artemas Ward's Writings

Some of His Many Notable Observations on Advertising and Business
Are Here Appended for the Benefit of Both Old-Timers and
the Younger Generation

By Roland Cole

TO those who are often prone to ask "What becomes of 'advertising managers?'" there is in the history and culmination of Artemas Ward's career an answer that should completely satisfy the severest critics of the genus *advertisans homo*, if, like Dogberry, we may make our own Latin. His success as advertising manager of Sapolio did something more than cause the business men of that day to think more seriously of advertising as a business force—it had much to do with dignifying the calling of the advertising manager. In a sense, he was the prototype of the present-day advertising manager.

On one occasion he said:

"Business policy had as much to do in reaching this result (the success of Sapolio) as the advertising. They were combined, as they should always be. The man who does the advertising is the man who should direct the policy of the concern. Advertising is like a military campaign—it needs one-man direction. Three partners can discuss advertising to death while one would lead it to victory."

Advertising managers of the present will be interested in Mr. Ward's estimate of his own work, written four years after his retirement from the Sapolio company:

I worked with Sapolio twenty-five years to a day. With me was repeated the old miracle that Samson's locks grew while he worked in the mill. There is nothing in all the world finer or better than *work*. Few people can understand how hard the problem was at the start. The splendor and allurement of new fashions carry dry goods to the front. The talk of society and clubs furthers the interests of a champagne. The latest automobile speaks for

itself upon the avenue. But here was a little gray cake of scouring soap used upon kitchen floors, and the task before me was to make it popular and respected—two very different things.

A ministerial friend sighed when he heard I had undertaken the task, but I told him I intended to make art, history, literature, poetry, and all life tributary to the article itself, and I dedicated myself to the undertaking. When I took hold, about \$30,000 a year was being put into Sapolio advertising, and this sum went largely into circulars and pamphlets. Before I left, the advertising ran far over ten times that sum annually.

He was asked wherein the advertising of Sapolio differed from that of other products. He replied:

I think it lay in the line of imagination. I connected Sapolio with more things in the heavens above, and the earth beneath, and the waters under the earth, than any other advertiser before or since has ever done. Probably the Irish element in me gave birth to this imagination.

The advertising increased the sales of Sapolio, of course. That was the primary thing. But it did more than that—it created a healthy respect which still endures. It established a friendship with the consumer and with the trade, and I am proud to say that few articles ever reached a higher esteem on the part of those who used it and those who sold it.

When I began the work of advertising Sapolio, the sales in May and September were nearly double those of any of the other ten months. I believed this could be changed, and it was changed. Through steady and persistent advertising the sales in the slow months were so increased that all months came to look alike to Sapolio. That is one of the great things advertising will do. It will make business good in seasons that without advertising are dull.

My belief in the certainties of advertising is as fixed and fast as in the certainties of natural laws. Each business has its peculiarities and idiosyncrasies, but the laws are there just the same, and they are immutable.

Many stories are told of Artemas Ward's wit, his ability to write

epigrammatic copy, his shrewdness as a business man, his indefatigable energy, his large capacity for work, his eagerness to adopt new ideas, his many-sided capability in undertaking and succeeding in new enterprises, his genial philosophy and the soundness of his thinking when directed to the solution of business problems.

His views on advertising, however, are more significant for the present purpose. They are remarkable because they tally so exactly with modern ideas, though when written, if they were not looked upon as novel, at least they must have been thought new. Some are even prophetic.

For example, in a series of articles which he contributed to *PRINTERS' INK* under the heading of "Stray Shots," written in 1890, there is foreshadowed in one of them, the formation of the Audit Bureau of Circulations and the passage of the Act of Congress of 1912 covering, among other things, the statement of the ownership and circulation of periodicals. He wrote:

Should there not be a law regarding the publication of the circulation of papers? Banks, insurance companies and other lines of business in which the general public is likely to invest without positive knowledge of its security, are held in check by State laws requiring an absolute statement of capital and reserve. The general public is obliged to deal with the newspapers of the land on faith. The buyer of merchandise can purchase with his eyes open; the buyer of advertising is as much in the dark—indeed more so—than if he insured his life in a company without a statement of its actual resources. Law advances as civilization goes forward, and the Stock Exchange pays more regard today for the law against lying which every honest man must wish to see extended in its scope.

This bit is characteristic, written at a later date and having reference to the great awakening in advertising which manifested itself in the first decade of the twentieth century:

Advertising is reaching everywhere. You can never tell where it will scare up a genius. No hotel or country school is exempt. All this educational effort, including psychology (which is mere *souffle* and *piffle*) is of little value to veterans, but it is the inevitable part of

progress. Years hence these things will be looked back upon as we now look back upon the scholasticism of the Middle Ages, when men discussed trifles with a fine display of so-called erudition.

Regarding the movement which was being talked about at that time to make advertising better by legal enactment, he said:

I am a pious advertiser. I have continually in mind Milton's prayer that he should use paper and ink as a divine privilege, and leave something so writ that future ages will not let it die. Such a belief will ensure a broader growth than can be secured by mere legislation. Of course, I favor sane laws, and I favor absolute honesty in advertising, but I am opposed to laws which are palpably subject to conflicting interpretation and which lead to litigation, disturbance and uncertainty.

His advertising philosophy is reflected in the following:

Advertisers, young and old, need proper balance. An appreciative sense of proportion is vital. The fine art of fixing values—the ability to distinguish the big from the little—must be acquired. You can't get this in books or in correspondence schools. You get it only by experience, by hard work, by observing men and analyzing methods. The first step is to realize the wideness of the field and the smallness of the worker. A pound of humility is required to balance a pound of ambition.

There is no field into which everything good can be so profitably poured as into advertising. Reading, travel, business experience, life on the farm, a touch of art, knowledge of men in their home life, their sports, their religion, all go to a good market in an industrious advertising brain.

In the death of Artemas Ward, the advertising world has lost one of its most conspicuous figures. By way of paying tribute to his work, some of his many notable observations on advertising and business are here appended for the benefit of those old-timers who may take pleasure in reading them again. There should likewise be both pleasure and profit for the younger generation in reading these quotations from the sayings of a man whose advertising philosophy is as sound today as it was in the day in which it was first uttered.

Running through the back files of *PRINTERS' INK*, and culling from the many contributions of Mr. Ward's which appeared in the department headed "Stray Shots," the following are among a number

in

New Orleans
THE ITEM
Was 15¢ a line
Circulation 57,406

NOW

The Item-Tribune
Weekday Rate is 15¢ a Line
Circulation Approximately
100,000

"Cover New Orleans at one cost"

RATES

Weekdays	15¢ a Line
Sundays	18¢ a Line

JAMES M. THOMSON
 Publisher

A. G. NEWMAYER
 Associate Publisher

National Advertising Representatives

JOHN BUDD COMPANY

New York Chicago St. Louis Atlanta
 Los Angeles San Francisco Seattle

that may be considered representative.

Whether Mr. Ward was playing with his pen when he wrote the following, or describing an actual experience, does not appear. The moral may have been drawn from his experience with Sapolio—but probably it was not.

A manufacturer wanted to advertise. He sent for me. He was in the soap business. Like many advertisers, he did not know what he wanted himself; after a little preliminary conversation, I asked him what his profit was. About one dollar a box. How much did he intend to spend in advertising? "Well, if we could make a sale of 100,000 boxes, we wouldn't mind spending \$50,000 the first year." "Don't you think you expect too much from the advertising business? I have a great faith in its powers, but I really think you are looking at the matter rather unreasonably. What other business can you point out in which you would even venture to expect the return of your entire investment with 100 per cent profit on it in the first year?" "Oh! well," he said, "probably we would be willing to spend \$75,000 on it." "I still think you are wrong," I replied; "you expect to get back your entire investment the first year, with a clear profit of 33-1/3 per cent, and an established business. If I were in your place I would be willing to spend \$110,000 to secure a sale of 100,000 boxes, because, if I stopped advertising, the first sixty days would return the extra \$10,000, secure me a profit equal to the interest on the money, and leave an established business in my hands." Now, as I had him running I kept him going, and before he could answer me I continued, quickly, "Indeed I would be willing to spend \$200,000 a year in advertising if it would secure the introduction, annually, of 100,000 boxes sold at a profit of \$1.00 per box; because, if I continued in that course for three years and had then invested \$600,000, I would consider the money as invested, and feel abundantly satisfied with the annual return. The established business paying a net profit of \$100,000 per annum, after the third year, would be a splendid result, probably salable to some English syndicate at a round million." He is still looking for an advertising man.

Those who preen themselves on their copy writing ability are thus apostrophized:

Writers of advertisements amuse me a good deal; they have all the conscious pride of a hen; they cackle whenever they lay an egg. Their idea is that on the future of that egg depends the future of the world. They almost invariably hold that they create the business, or that its complete success is unquestionably due to them. The talent for writing advertising, when separated from other business qualities, is not

rare, and by far the larger part of the advertising which is commended by the open criticism of employers or friends fails utterly of its effect when it meets the silent criticism of the great public. When a writer of advertising has truth enough to be generally trusted; tact enough to be generally depended upon; force enough to be wholesomely respected, and business experience enough not to jump through his collar, or grow too large even for Plymouth-Rock "pants"—then his happy combination of talents may—remember "may," not "must"—insure him salary enough to drink Bass at his lunch.

Another one of his characteristic references is on the subject of advertising returns:

Sitting in a restaurant I heard a discussion over the payment, on the part of the proprietor, of a bill for advertising in the street cars; he deferred the settlement and expressed the opinion that the advertisement did him no benefit. I have been for some six months a frequent customer, generally bringing one or two friends with me, until I had introduced about ten persons to that restaurant, half of whom are quite regular customers at present. The sign in the car originally led me to the place, but if half the proprietor's patronage had come in that way he would not have been directly aware of it. Advertising is often, indeed generally, an unseen force.

Probably the following would not be accepted today as standard accounting practice, but at least it represents Mr. Ward's way of looking at it:

Frank Siddall always laughed at the idea that advertising was an expense. He said that the newspaper men put his advertisements in, brought him orders to the extent of \$1,000, and then took a modest commission for having arranged the transaction.

Here is one on the attitude of the seller of advertising toward his work:

I wish that solicitors of advertising would take up more generally the principle of old David, when he said: "I magnify mine office." Too many, especially of the juniors in the profession, feel as if they were not engaged in a legitimate business. They apologize for presenting the subject, and weaken their own case, while they waste the time of the party to whom they apply by long explanations and weak personal vanities. "I am not a regular canvasser; I just took this up temporarily." "I am not a canvasser; I belong to the office force," etc. It gives me pleasure to rebuke such nonsense by saying: "You needn't be ashamed. If you are not a canvasser, I am; all salesmen are; most merchants are. You sell space in papers

Rumford's Results!

HYDE PARK 5548
 GEORGE WASSON
RUMFORD BAKING POWDER
 KANSAS CITY U. S. A.
 February 26, 1925.

The Kansas City Journal-Post,
 Kansas City, Missouri.

Gentlemen:

Again I want to thank you for the wonderful publicity you gave the Kansas City Grocers Association National Food Show.

Your support was fine and the show broke all records for attendance and interest.

It may interest you to know that the winner of first prize Rumford Baking Powder Cake Baking Contest, Mrs. Carnley Testers, 3411 Park Ave., has already had many letters from Journal-Post readers in Missouri, Kansas, Oklahoma and Texas, asking for detailed instructions regarding making her prize cake.

Again I thank you for your great work on the Best Food Show ever held in Kansas City.

Yours very truly,

The Rumford Company

Per *G. W. Wasson*

RUMFORD'S results are typical! With the 110 exhibitors at the National Food Show they shared in the remarkable interest in food products in Kansas City.

They are enthusiastic over the 123,000 attendance. The only Kansas City newspaper to give editorial recognition and support and the only local newspaper carrying food show advertising.

*This Same Host of Housewives Will
 Buy Your Food Products If Advertised*

Kansas City Journal-Post

VERREE & CONKLIN

New York

Chicago

Kansas City

Detroit

San Francisco

Why We Claim No Major Part

in the successes pointed to as ours



MANY noted successes in advertising are pointed to as of Lord & Thomas—mastery of markets in many lines.

Yet in truth we claim no major part in even one.

We hold that no business which could not succeed without us could gain the pinnacle because of us.

The only role we play in the drama of success is as an able helper. A lieutenant whose only genius is that of common sense.

* * *

To us that seems the only attainment men in our work can justly claim . . . to recognize things for what they are, to follow the precepts of common sense.

That is a simple formula. Anyone can apply it. Build merchandising plans around it, on a wanted product, and they will win. Thread copy with it, and it will sell the millions.

* * *

Study the strategy of successful advertising pilots, and you will find it founded on those principles. A strategy fabricated in knowledge that the end must justify the means; that expenditures must be planned with profit sheets in mind.

Thus, at times, advertising pressure is cautiously applied. And frequently, entrenchment advocated when immunity from competitive attack admits it.

Contrariwise, there come times when great aggressiveness, the straining of all muscles becomes the course of multiplying profits, of gaining outstanding leadership, when selling effort and advertising pressure must be exercised to their utmost.

* * *

Hence the province of an advertising agent is to gain two points for a client: entrenched leadership and consistent earnings.

He must sacrifice neither to the other.

He must fearlessly advocate, when and as necessary, either added pressure, or passing retrenchment.

But, above all things, his judgment must be based on true experience, on the unique analysis that's born of caution . . . *the end must justify the means*. His abilities we must always measure in terms of dollar profits.

To us that marks but simple common sense—and common sense so far has proved the one open road to uncommon results in advertising.



LORD & THOMAS

NEW YORK,
247 Park Avenue

Advertising

CHICAGO
400 North Michigan Avenue

LOS ANGELES
724 South Spring Street

LONDON, ENGLAND
Victoria Embankment

SAN FRANCISCO
225 Bush Street

just as legitimately as a real estate agent sells the land which Henry George disputes your right to transfer."

The following, written in answer to the old objection that advertising and publications increase faster than the number of readers, might have been written today. The objection is heard about as often now as it was thirty-five years ago:

Newspapers multiply; faster, we fear, than the readers do. The increase in population does not keep pace with the increased issues of the perfecting presses. It may be extreme to say, that because the average reader of today reads three papers where formerly he read one, he in reality gives each but one-third of his attention, and that therefore the advertising space is only one-third as valuable as it was twenty years ago. There is an unquestioned difference in the relation of the case. Who will calculate it exactly?

Not all his observations were serious. Occasionally, as a buyer of advertising, he indulged in playful irony:

The solicitor is ever present with me. A good genial fellow, as I have always contended, but so constant in his presence that it is often puzzling to devise a fit answer to his pressing addresses. Just at present I am using a formula of words which seems to have more success than any form I ever used in the past. "We have just taken a large lump of advertising, and do not propose to make any new contracts until after the 1st of January. We are like the snake that has swallowed a toad—we are lying still, trying to digest the lump." This I have copyrighted, and I warn all imitators to refrain from using it!

That some things in the advertising business have changed for the better since Mr. Ward bought space for Sapolio, the following is eloquent testimony:

How shall we get bottom rates? is a question which agitates the mind of every advertiser in the country. I make it a study myself every shining hour—indeed, I rub Sapolio on the hours to make them shine into the night, that I may continue the study longer; yet I am unable to formulate any rule for the guidance of my friends! The brutal way is to hear all the solicitor has to say on the subject, and come to the generous conclusion that all his statements are false, and then offer him exactly half what he demands, bringing your fist down on the desk at the same time with an emphatic "That's all I'll do!" A meeker way is to engage the solicitor in calculations, covering sheet after sheet of paper without intelligible

purpose, and tire him out, until, as night draws nigh, he fears that he will not be able to realize his hotel bill, and, in despair, makes a low offer. Youngsters in the trade (some of them, indeed, have gray hair) try to solve the problem by assuming that they know everything connected with the advertising business. They claim that they dine on rates and sup on discounts. This class is especially amusing to a shrewd solicitor, who easily makes them pay full rates out of respect to their experience. The "Thimble rig" game, or "Now you see it, and now you don't," is played by men who ask the lowest rates for a column for one year, and then offer two inches once a week at the same rate. They succeed some times—just often enough to tempt them to continue—but they lose heavily when their trick is known. Another plan which is very commonly used might be termed the "Kill-the-goose-that-laid-the-golden-egg" plan. Having secured a special rate on the 100,000 issue of the *Ladies' Home Herald*, they make it a basis of comparison with every applicant who comes in for the next month. This violation of confidence and common sense of course creates a tendency to name special figures again. I might go on indefinitely, but there was one man in the business meeker than all the rest. He did not dare to say that I had told him anything, but he attempted to trade on his mere acquaintance. He said: "I am intimately acquainted with Mr. Ward, of Sapolio, and I want the same rate as they get." Only one man, I repeat, tried this plan—he is interred in a graveyard near this city.

Buffalo Hotel to Be Advertised

The Markeen Hotel, Buffalo, N. Y., is planning an advertising campaign in Eastern States and Canada, featuring the hotel as a stopping place for tourists, especially those bound for Niagara Falls. The campaign will be conducted by the Finley H. Greene Advertising Agency, Buffalo.

This agency also is directing a twenty-week newspaper campaign for the Buffalo Mountain Valley Water Company, to run in smaller cities throughout Western New York, tying up with the national campaign of that company.

Auto Top Account for Hower Agency

The C. P. Bliss Auto Top Company, manufacturer of Bliss-Sedan sliding glass enclosures, has placed its advertising account with the Hower Advertising Agency of Denver, Colo. Newspapers will be used.

Report of United States Rubber Company

The United States Rubber Company, New York, reports net sales of \$172,214,353 for 1924, compared with \$186,261,381 in 1923. Net income was \$9,068,035 for 1924, against \$7,392,657 in 1923.

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WHY DID EVE EAT THE APPLE?

Eve had every other fruit in the Garden of Eden . . . yet she picked the apple.

Why?

Because she was told "to be

*content with what she had”
and womanlike she wouldn’t.*

Ever since then the daughters of Eve have been reaching out for things that were considered to be outside of Women's sphere. Politics, public life, higher education, the habit of thinking for themselves, all the interests and responsibilities once labeled "Not for Women"—they have tasted and found them good.

That is why The Literary Digest has many readers among the more intelligent women of the country. Only The Digest can keep them properly informed and give them the vital facts of government, religion, business, social service, letters and art. Women trust to The Digest for this sort of information just as their men folks do.

Our circulation, as shown in our analysis, includes

1,952,724 women

1,872,375 men

477,370 girls *under 17 years*

482,636 boys *under 17 years*

The total of our readers is 4,730,494, and more than half of them are women.

And these women PREFER The Digest to any of the strictly "women's publications" they read.

These women are well worth the consideration of advertisers. They are alert, progressive and intelligent because that is the only sort of reader The Digest attracts.

Those families who can afford the better things of life and have the habit of reaching out for them read

The Literary Digest

{ The Digest in 1924 was second in number of pages of advertising carried among national magazines, and third in advertising revenue. With a page of moderate size and rate, The Digest has maintained this position for ten years—1915 to 1924, inclusive.

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When the Buyer's Mind Starts Wandering

Methods Used by Four Salesmen to Pin Down the Buyer's Attention

By Ed. Wolff

Manager of Sales and Advertising, David Adler & Sons Company

"IT took me twenty years," said a purchasing agent recently, "but I have finally developed the formula for declining to buy, while not only retaining, but even increasing, the good-will that the salesman bears toward me.

"No need to get out your notebook. You can carry this in your head. I just listen patiently, and when he has finished I say, 'Yes, old man, I guess you're right. But I can't do anything for you today. How is business with you, anyway. Pretty tough?'

"And then he starts telling me his troubles. In a few minutes that is over; he goes on his way relieved and happy, feeling that I'm a devil of a good fellow. But I haven't bought.

"The whole secret lies in those six words, 'I can't do anything for you.' You see, the average salesman is selfish, just as I am. He comes to see me for his own personal profit. When I puncture that motive with the flat statement that 'I can't do anything for you,' he concludes there's no fodder in my trough that day and away he goes, seeking new and greener fields.

"It's surprising how many really capable salesmen I can turn down quickly and effectively with that sentence."

The purchasing agent leaned back in his chair. Then he chuckled.

"But it didn't work on a young fellow who was in here this morning," he confessed. "I let him drool long, and then, at the end, I let him have the full charge. 'Sorry, Charlie,' I said, 'but I can't do anything for you today.'

"Do something for me!" he exploded; "why, I came in here to do something for you. I don't believe you understand my proposition. Now, listen here—", and he was

off again. He told the same story, in pretty much the same way. But one or two points made an impression. At the end, I was interested enough to ask a question or two, and before he was done with me he had an order."

Here was an illuminating example of pure salesmanship. The crafty, experienced buyer, more or less set in his habits, more or less prejudiced in his preferences was more interested in testing a theory than in buying. Opposed to him was an ardent young salesman, fired with a flaming conviction that his goods were the most desirable on the market from the buyer's point of view. He sincerely believed that he was doing the buyer a kindness to acquaint him with the vast store of advantages included in his product.

And what happened? The salesman kindled that buyer's indifference into attention and fanned it into interest until it blazed up into conviction and desire, manifesting itself in an order.

THE X-ELEMENT IN SELLING

That's the *x*-element in selling—the buyer's mood. All other factors are known—the buyer's hobbies, preferences, needs, buying capacity, competitive lines used. The unknown, incalculable factor, the *x* in the problem, is the mood he'll be in at the moment when the salesman appears. It is overriding the mood, pinning down the attention, in spite of the buyer's frame of mind, that constitutes the essence of salesmanship at its best.

A salesman carrying women's dresses called on a buyer in December with spring samples. The buyer was friendly but not open for merchandise. "Look at that snow," he commented. "That'll

kill a good day for me, sure as shooting."

"Can you use a few good days?" inquired the salesman.

"Well, I should say I could."

"Think of next spring. The snow will be gone. The sun will be out. The trees will be budding. Women will be tired of heavy winter clothes. They'll want to slip into something new, and light, and dressy. They'll come in here. You'll be wiring the manufacturers to rush your dresses. But that takes time. Other merchants will be demanding goods, too. The first orders will get the first deliveries. You'll want some good days next spring, too, just as you want them now. What are you going to sell, if you haven't provided yourself with merchandise? That's why I'm down here now. I've brought you a line of dresses that....."

The buyer, with this picture before him, listened with a better-tuned ear to the salesman's story. In the end he went to the sample room, found the dresses attractive, and placed an order.

A life insurance agent, who writes an enviably large business each year, grips his prospect's attention by sneaking up behind him, psychologically speaking, and stabbing him in the back with his own dagger. Let him explain his method himself.

"Every man likes to be sympathized with," he declares. "When he tells his troubles to someone, and lets the other fellow do a little sympathizing, I cluck my commiseration, and shake my head, and encourage him to tell me some more. Before long he has spilled a lot of grief, hard luck, and disaster. Then I start talking and he listens.

"Jim," I say to him, 'you tell me business is rotten with you and you're letting a lot of help go. Among them are some widows, no doubt, and surely some sons and daughters of men now dead—just as you're going to leave a widow and children when you go. Do you think hard times are going to stop when you're dead? Why, for your family that's just when hard times may begin. Giv-

ing them an education isn't enough; the people you've taken employment away from got an education, too. Leaving them a little money won't keep them from needing more. To get more money they'll have to find jobs. Hard times come, slow business, no job. Other men will fire them as you've fired these people.'

A CREPE HANGER

"Well, I hang the crepe until things look pitch black. Then I take up another piece of woe that he's广播ed, and I tie that up to his family, after he's gone. One by one I recall his troubles and I build them into posthumous disasters—for his family. By this time the sympathy note that he struck has become an orchestral dirge. He put himself in a sympathy mood—and I play on it, hard. Then, when things are at their worst, I flash the other side of the picture—babies all grown and happy, papa and mama enjoying ease and retirement, all as a result of the income from the cash surrender value of the paid-up policy, now invested in safe 6 per cent bonds."

Psychological sand-bagging, if you like, but a clever way of focusing the prospect's mind when he wants to let it wander.

"Do you play golf?" a customer asked a salesman, during a selling talk.

"Yes," responded the salesman, "but I never made any money on it." With that, he pointedly pressed the profit possibilities of his line, and made the sale.

So important does one successful sales manager consider concentrating the prospect's mind on the matter at hand, that he makes the ability to do this one of his main tests in selecting a new representative.

The caller is put in a comfortable chair, offered a cigar, and made to feel quite at ease. Then the sales manager lets him talk. No attempt is made to lead the conversation. If the applicant strays from subject to subject this is considered a serious fault; if the tendency is too marked the

chances are that the employer will go no further than to decline the proffered services.

If, however, the visitor sticks to his subject, an attempt is made to lead him from it into the by-paths of sport, personalities, generalities, anything. The few candidates who cannot be led away from the issue—the selling of their services—now receive a careful questioning. If the replies are satisfactory, they stand a good chance of being engaged, provided their experience and other qualifications seem to fit them for the job.

Relatively few salesmen pass the test successfully. It is estimated that possibly 85 per cent fail in this one feature of selling ability. It seems logical, however, that men, selected for this faculty of holding the conversation to the object of the call, should prove the best order-getters, other things being equal. In the case of this sales manager, the remarkably uniform success of the men he selects appears to justify his faith in the method.

New Account for Torchiana, Inc.

The Collins & Aikman Co., New York, manufacturer of plush, has placed its advertising account with Torchiana, Inc., advertising agency of that city. The Continental Fibre Company, Newark, Del., also has appointed this agency to direct its account.

Muskogee "Times-Democrat" Appoints John M. Branham

The Muskogee, Okla. *Times-Democrat* has appointed the John M. Branham Company, publishers' representative, as its national advertising representative.

Joins Central Engraving Company

Leon Butler, formerly manager of the Guide Publishing Company, Grand Rapids, Mich., has joined the Central Engraving Company, also of Grand Rapids, as sales manager.

Starts Cleveland Art Service

Franklin C. Brenza, formerly art director of Fuller & Smith and more recently with the Richardson-Briggs Company, Cleveland advertising agency, has started an advertising art service under his own name at that city.

One Way to Get Stable Distribution for Radio Sets

DURHAM AND COMPANY, INC.,
PHILADELPHIA, Mar. 18, 1925.

Editor of PRINTERS' INK:

The writer has been following very closely and with great interest the articles written by Mr. Haase on the merits and disadvantages of broadcasting advertising.

This letter, however, is not in reference to broadcasting matters although we, too, as operators of radio broadcasting station WCAU, are most extremely interested in any opinions pertaining to this new field of publicity.

We wish most heartily to put ourselves on record as being thoroughly in accord with the ideas of C. D. Tuska in his letter to you regarding over-enthusiasm in the advertising of radio parts and receivers.

Radio set manufacturers can secure much more stable distribution in rather underestimating the results that may be obtained with receivers of their manufacture, principally because of the service difficulties that the retail merchant is confronted with in the merchandising of advertised sets. Radio sets are used in all sorts of locations and under all conditions, and if they have been flamboyantly advertised for coast-to-coast reception, loud speaker volume on all stations, and other of the same type of copy, the ultimate purchaser is generally laboring under a misapprehension in the purchase of this advertised receiver, and in most cases is unable to obtain the results that the manufacturer has advertised.

We are in rather a nice position to realize this, perhaps more so than the average dealer, inasmuch as we operate a distinct service department on all makes of radio receivers and are daily asked to correct conditions for radio set owners that cannot be corrected for owners living in apartment houses and owners of sets living in districts where telephone and lighting wires are unusually congested.

It would be far better in our estimation, and I believe in the opinion of most of the radio trade who come in actual contact with the consumers, for radio set manufacturers to lay fewer claims upon the extreme sensitivity of sets of their construction.

We think that PRINTERS' INK is taking a very fair stand toward the advertising and merchandising policy of this new business, and we are looking forward with great interest to future articles on the subject of radio.

DURHAM AND COMPANY,
FRANCIS R. EHLE,
Vice-President.

Frank F. Lamorelle Joins Nelson Chesman

Frank F. Lamorelle has joined the Cleveland office of Nelson Chesman & Company, St. Louis advertising agency, as chief of copy. He was formerly with the copy and creative department of The Cramer-Krasselt Company, Milwaukee, and at one time was advertising manager of The Norris, Alister-Ball Co., wholesale jewelers, Chicago.

Basing Discounts on Monthly Instead of Yearly Volume

When Quantity Discounts Are Designed to Increase Turnover, the Time Period during Which They Apply Must Be Shortened

SUNLAND SALES CO-OPERATIVE
ASSOCIATION,
FRESNO, CALIF.

Editor of PRINTERS' INK:

We are very much interested in the plan of basing discounts upon turnover instead of merely volume of purchases.

Are you in a position to furnish us with any material on this subject?

We would like to know what firms are using the plan, particularly those engaged in the distribution of food products; also what success has been obtained and details regarding the mechanics of the arrangement.

SUNLAND SALES CO-OPERATIVE ASSN.
RICHARD BARRETT,
Sales Administration Division.

BASING discounts on turnover, in the strict meaning of the term, is not practised nor is it practicable—at least, not in the distribution of food products.

There are two ways to interpret Mr. Barrett's question. First, whether a manufacturer's discount to the retailer on a food product shall be narrow or wide, according to the frequency or non-frequency of its turnover. Second, whether the discount is based on the number of times a dealer orders, rather than on the volume of purchases.

The discount, or wholesale price, for example, allowed the retailer on fresh vegetables, when ordered every day, or two or three times a week, is liberal in order to give the dealer a margin for waste, or spoilage. The discount on a slow-moving article, like fancy marmalade or fruit extracts, is larger than it would be on a rapidly moving breakfast food. The annual turnover of packaged cereals is much higher than it is on marmalade.

In the distribution of semi-perishable products, such as the Dromedary line, coffee, Heinz goods, canned soup and milk, and products like those of the National Biscuit Company and the Loose-Wiles Biscuit Company, the aim of the manufacturer is to move the goods off the dealers' shelves as rapidly as possible.

The H. J. Heinz Company distributes its products direct to the retailer. One of the reasons it does so is to get the goods from the factory to the retail dealer in the shortest possible time. Another reason is the direct contact which the company thereby enjoys with its dealers. Every effort is made to avoid over-stocking them. Should a dealer place an extraordinarily large order for ketchup, for example, its size would be questioned, and if found to be inconsistent with previous orders, the dealer would be urged to cut it down.

This is a constant problem with a house like Heinz where the line consists of many products. Not all the "57 Varieties" turn over at the same rate nor do they sell in the same volume. The sales on seven or eight products probably amount to as much as the total of the other forty-nine or fifty. Two purposes actuate the sales departments: To push all the products and to avoid over-stocking the dealer on any of them. The company bases its discounts to dealers on volume of purchases and not on turnover, or the number of times the dealer orders.

This subject was taken up with the National Biscuit Company, which replied:

"Our discounts to dealers are based not on yearly, but on monthly volume. This, of course, has the effect of increasing turnover. Our plan of distribution—direct to the retailer—was designed to keep his stock fresh and increase sales. Whether he orders from us once a day or two or three times a week, depends upon us, not so much upon him. Merchants near the centre of a city or community may be called upon every day. Those in outlying communities would be called upon less frequently—say two or three times a week. Basing discounts upon turnover, or number of

orders received, wouldn't mean anything. We aim to call on the dealer as often as our distribution equipment permits. The number of times a dealer orders is thereby controlled to a certain extent, by the number of deliveries we can make."—[Ed. PRINTERS' INK.]

Death of Manly M. Gillam

MANLY MARCUS GILLAM, who had been engaged in newspaper and advertising work for more than a half-century, died at his home at Flushing, N. Y., on March 23, 1925, following an illness of several months. He was seventy-nine years of age.

In 1876 Mr. Gillam joined the staff of the *Philadelphia Record* as managing editor, resigning from this position ten years later to become advertising manager for John Wanamaker at his Philadelphia store. He was associated with the Wanamaker store for eight years, and while directing the Wanamaker advertising, gained great prestige as an advertising man.

Mr. Gillam came to New York in 1893 with a world-wide reputation as an advertising writer. It was supposed that his skill insured the success of any firm that might engage him. He became advertising manager for Hilton, Hughes & Company, successor to A. T. Stewart, which occupied the great building that was the first unit in the group now housing Wanamaker's New York store. But it was soon proved that there was more to successful merchandising than the skilful use of words in print, for Hilton, Hughes & Company failed and went out of business.

From 1899 to 1911, Mr. Gillam was advertising counsellor of the *New York Herald* when it was under the direction of the younger James Gordon Bennett. Since 1911, he directed the Gillam Service, a news and photograph syndicate, which he founded in that year.

Some idea of the principles of advertising practice followed by

Mr. Gillam, which gained for him prestige as an advertising expert, is given in the early volumes of *PRINTERS' INK*. Writing in an issue of 1892, about the fundamentals which guided him in the direction of Wanamaker advertising, Mr. Gillam said:

There's a tendency to magnify the art and darken the mystery of advertising. I look upon an advertisement in its best form, most wisely placed as simply the result of an exercise of common sense, based on experience.

The public is credited with being moody, capricious, whimsical—almost anything that will excuse the miscarriage of an advertisement.

But I never knew a really good advertisement of a worthy article to fail when put in a reasonably proper medium. On the other hand, I've known work that limped on every foot except *sincerity* to bring very satisfactory results.

The truth is—I cannot put it too strongly—the daily paper reading public respond with marvelous promptness and unanimity to any deserving advertisement. Even if it is crude in form, awkward in expression, ragged in get up, so there's a streak of honest thought and good intent running through it, all else is overlooked.

Speaking of the advertising writer, Mr. Gillam said:

He should have wit enough to gather knowledge from those who have it, and then so enrich it with jewels of thought and style as to make it shine with new lustre. He should put a razor edge to what is dull, bring unity out of diffuse ness, and from his higher perch in a clearer sky see how to give greatest breadth to the work.

The ideal advertisement to me is out of the rut and crisp in expression, clear in thought, and a thrust straight at the mark. A touch of wit, a flash of fun, a quaint comparison, or a quick play of poetic fancy helps to hold the mind whether the reader will or no.

J. G. Hanna Joins Warner Company

James G. Hanna has joined the copy staff of The Warner Company, Detroit advertising agency. He was formerly with the advertising department of the Packard Motor Car Company, and more recently was advertising manager of the John W. Ladd Company, manufacturer of dairy and milk machinery.

Cosmopolitan Appointments

Frank D. Sniffen has been appointed to represent *Cosmopolitan* in Philadelphia and the South. He formerly covered the New York State territory.

Donald G. Perkins, recently assigned to New York City, again becomes New England representative.

To those advertising men who want to do something about the conditions threat- ened in Printers' Ink's leading article of March 12:

Men who should know tell us that American industry is fast approaching the perils of overproduction. . . . Notably so, in some lines.

G. A. Nichols, a pretty keen analyst himself, found out some arresting facts in recent interviews with executives in banks, manufacturing concerns, and public utility corporations.

His leading article in PRINTERS' INK of March 12, sets forth these facts, with certain comments. . . . Interesting and distinctly portentous.

IS SALES EFFORT SLIPPING AS PRODUC- TION JUMPS?

Thus reads the title of Mr. Nichols's warning.

Mr. Nichols answers the question affirmatively.

He points to the "almost sensational" acceleration of manufacturing since the Presidential election.

He points to the mighty efforts which German, French and English manufacturers, are putting forth to win a bigger American market.

And he says:

"A person does not need to be an expert in economics to see, from all this, that merchandise far in excess

of current requirements or those of the near future is being piled up."

STOCK VS SALES

"After merchandise is made, it represents a dead loss until it is sold. Expanded production, therefore, necessarily means a whipping up of sales effort to correspond.

"Is such extended sales effort being made in the present case?

"It is not. And here we have the makings of a situation that has possibilities for some real trouble later on. Manufacturers and bankers with whom the writer has discussed the matter during the last few days, frankly admit they see visions of a jammed market and falling prices, somewhat after the fashion of the late unpleasantness in 1921. No ap-

St. Louis Globe
The Largest Daily

F. St. J. Richards - - - New York
Guy S. Osborn - - - - Chicago
J. R. Scolaro - - - - Detroit

preciable increase in advertising or general sales effort, looking at the business as a whole, is to be noted. Too much production, on one hand. Not enough selling, which is the only thing that can make the production profitable, on the other. If this policy is persisted in, the eventual answer is obvious."

THE DANGER OF WAITING TOO LONG

" . . . In a little while, if previous experiences are any criterion, we are going to be treated to the painful spectacle of some badly-scared manufacturers jumping in with some emergency advertising, hopeful thereby of getting out from under the load which their enthusiasm for production brought upon them. The advertising won't do it of course because advertising is not something that can be called in and expected to meet great emergencies while the advertiser is out to lunch."

In conclusion:

"Increased production is a cheering thing to behold. But pay day has to come. The goods must be sold. If piling up goods for the future is not accompanied by advertising administered concurrently to provide the needed additional outlet for that same future, then there will be too much merchandise and falling prices. Everybody who has been in business for five years knows what that means."

Advertising has proved its power. It is an established selling force.

Here is a new challenge—a new responsibility.

Sound, earnest, whole-hearted advertising must support vigorous selling to make 1925 the big year which we all have planned.

The market is here. The buyers are ready . . . In the cities, building activity is reaching for new records. Speeded production, the very condition which Mr. Nichol's describes, is calling for more and more labor.

And employed Labor has money to spend, and has wants to satisfy.

The Farmer—not so long ago an object of grave concern—is prosperous again. . . . And is buying the things he has been needing.

Selling can do its best work now. Advertising can reach a high efficiency mark.

—IN PROVED MARKETS

Planning, of course, is called for. . . . Sales activity in the markets where demand is known, and where buying power matches demand.

In The 49th State, for example,—the market stretching out from St. Louis for 150 miles in each direction—sales activity is finding big rewards. . . . Naturally. . . . Here is one of the nation's wealthiest markets. It spends more than 18 billion dollars a year.

A stable market—good this month, next month, year after year.

And sales organizations are building their business here.

Others are coming in. And to these we offer the assistance of this great newspaper, the greatest single sales influence in The 49th State. Our Service and Promotion Department and our Research Division can offer real help in analyzing the specific sales problems in this market.

A large wall map, showing the towns, the railroads and the highways of The 49th State has been prepared for sales and advertising agencies. . . . To help them plan their campaigns.

It is being sent without charge to those who write, using their firms' letterheads. The only obligation is to hang this map up where it can be seen and used.

We hold the key to The 49th State market. . . . This key is helping sales to keep pace with production.

the democrat
at The 49th State

C. Geo. Krogness - San Francisco
Dorland Agency, Ltd. - - London



"I Must Ask Mrs. _____ Before I Decide."

You will find no froth and frivolity in the **FARMER'S WIFE**. It appeals to intelligent farm women who keep step with the times.

The type of mind that makes a woman want to read **THE FARMER'S WIFE** usually also makes her a community leader. She is a neighborhood example. When she buys an article, other farm women want to buy it.

When you sell a **FARMER'S WIFE** reader you are sowing the seed for many other sales. Your market is much greater than is indicated by the 750,000 subscribers.

Perhaps this is why you find so many national advertisers consistently using the only publication edited exclusively for farm women.

THE **FARMER'S WIFE**

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS
St. Paul, Minnesota

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Illinois



Members Audit Bureau of Circulation

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

When Employees Double in Advertising Copy

Men Possess Just as Great Reader Interest as Materials and Methods and Give an Advertiser Added Personality

By Dana Hubbard

WILL you look at this?" exclaimed a Chicago resident recently thrusting his paper in front of a luncheon companion. "What a chance for that firm's advertising man!"

He pointed to a news item, the caption of which read:

CAB DRIVER IS ONLY ONE TO AID HELPLESS MAN HALTS CAB AND ASSISTS BLIND PEDESTRIAN TO CROSS STREET

"Know what I'd do with that?" he queried. "I'd buy enough space in the papers to tell everyone in Chicago that we regarded this little incident as all in the day's work. Nothing exceptional about it. Sort of let the town sell itself the idea that this was typical of the service to be expected from us every day.

"I certainly would use the driver's picture, too, a good big one, with a statement by him in his own words telling the cab-riding universe that the company had trained him and all its drivers to do much more than just drive a cab. Why, you could hit the city a smash between the eyes with advertising based on that incident that it would remember for months. All it needs is capitalizing by someone who believes in advertising."

The number of advertisers using their employees as advertising copy is not large but the few who do ask the man in the shop or store to double in advertising once in a while seem to get an added touch of something akin to humanness in their copy. Sometimes they do it so skilfully that the reader finds himself favoring their merchandise or service for no other reason than that he feels so much better acquainted and so much more at home with them than with competitors. These few

advertisers bulk large because they have learned how to fan the little sparks of sales influence that they create into glowing flames.

The Western Electric Company is one of the great industrial organizations of the country which has asked employees from time to time to step out into the advertising spotlight. One reason for so doing is to meet the inherent fondness of a big part of the American public for believing that the large successful business is a mechanical creature devoid of heart and ignorant of all human impulses.

A more important reason concerns itself with secondary markets of the company. It is vitally interested, for example, in seeing that the railroads, the electric light and power companies and the telephone companies of the country develop into stronger, more efficient public servants. It wants to see bankers everywhere informed regarding the investment securities that these companies offer. It has advertised regularly to the end that investors may go to their bankers for advice so that these securities may enjoy good markets. For the utilities are among the Western Electric Company's most important customers. They, as a primary market, are so important that a great deal of attention must be paid to the secondary market, the general public, on which they all depend. When any individual company helps the industry of which it is a part it helps itself to greater good-will appreciation and inevitably to larger sales volume.

In all its advertising the Western Electric Company has done no more interesting or compelling job than that of driving home the thought that even in the industrial

plant of tremendous size nineteenth century craftsmanship and twentieth century progressiveness go hand in hand. It has not attempted this by loose generalization, but by going into its shops, picking a number of its veterans and telling who they are and what they do. The company interpreted them and their service to the readers of advertising in one instance as follows:

More than forty years ago these men began their life work with Western Electric. Today they are still at it—grown skilled in the service—your service, because they produce the telephone which you use. This record is typical of Western Electric workers. Here men start young, stay young and work long. Here they become experts. Here they catch the Guild spirit of the "oldtimers" and carry on that tradition of craftsmanship which has made Western Electric telephones the standard of the world.

Other copy has shown the company's employees in groups outside the plant building listening to their president a thousand miles away talking to them through an instrument which they themselves had made. This advertising is directed to the layman who knows nothing of telephony and who will never influence the giving of an order for the Western Electric Company's products but he gets a new impression of the company's size and realizes, possibly for the first time, that the telephone which he uses so often comes to him not from a mammoth machine but from human beings like himself.

The small advertiser although conceding that outstanding business houses and industrial concerns may humanize their advertising appeal by the use of employees as advertising copy, is seldom likely to feel that his smaller business knows any desperate need of being personalized.

Whenever a business reaches the point where it is important enough to be talked about, then that business is beginning to assert an individuality or personality. It should capitalize upon that personality in some way.

The Drexel State Bank, one of Chicago's neighborhood banks, has made interesting use in a

small way of its employees as advertising copy to impress its personality as the "Bank of Friendly Service." On its car cards it has reproduced photographs of its men who come into contact with depositors and whom it is to the depositor's interests to know better. For example, one card shows "John Thomas, floorman for the Bank of Friendly Service, always at your service with a smile." Another uses the doorman of the bank, another Andrew J. Kolar, vice-president and cashier and so on through the bond, savings and commercial departments.

"The only thing that we as a bank have to sell that other banks may be without," says B. A. Barber who directs the bank's advertising, "is friendly service. By advertising this friendliness we have made progress against the feeling, more or less general, that all banks are formal and forbidding. In stressing the personal element and then going a step farther to show that we are talking about real flesh and blood people and not vague ideas we have succeeded in getting an unusual thought about our bank into the minds of thousands of possible customers. We have obtained more results from this particular kind of advertising than from any we have ever used."

Department store employees may also double in advertising to get the copy away from the more conventional appeals. The Goldstein-Chapman Company of Omaha in advertising a sales event called Department Manager's Day lent greater authenticity to the sale by printing the photographs of its department managers and a statement beside each regarding the merchandise under his supervision.

In South Bend, Ind., a Walk-Over shoe dealer narrowed the gulf between his store and many prospects by making an employee the copy for each advertisement of a series which he ran in the rotogravure section of one of his local newspapers. The duties of each were described and the prospective customer was told the kind

Advertising Blues

PAUL WHITEMAN and VINCENT LOPEZ have used the radio to "plug" an infinite variety of blues.

But the "advertising blues" haven't needed their ministrations. Each advertiser plays them on his own trombone every time he thinks of the ego-aweing job of trying to sell one hundred million people.

Sometimes tackling a few thousands of dealers or consumers individually, not only builds a stronger foundation for the national campaign but boosts the courage and improves the technique for the big job.

We would like to tell you of other advertisers' experiences in going direct to dealer and consumer in both primary and auxiliary campaigns—and how you can test some of the best-proven direct advertising methods in your own business.

CHARLES FRANCIS PRESS

*Planned Direct Advertising
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

of service he might look for from everyone in the store. Employees, as a rule, like to see their names in print, and the added prestige that this personal, human style of copy gives them helps in selling them on their own organization.

Some advertisers entertain the notion that having the employee double in copy is suited only to general, good-will efforts. When the bank doorman, the department manager or the man from the plant mounts the company's advertising rostrum he can sometimes do a specific selling job just as well as the star man of the sales force. Some months ago, The Columbus Transfer Company of Columbus, Ohio, ran into competition which threatened to undermine its business. This company had been in business since the days when horse-drawn hacks and omnibuses had the field to themselves. In time it grew to be the largest taxicab system in Columbus.

When a younger taxicab company announced the acquisition of a number of new cabs, improvements in its service and a sharp cut in rates The Columbus Transfer Company found itself up against a real problem. It was not willing to start a rate war, feeling that it had more to offer its customers than cut prices. Furthermore, it believed that rates should be based on the operating costs which good service dictates. Just how to use advertising to meet this competition was not an easy problem to solve.

"Both companies used the same sort of equipment; both had the same general type of organization and both offered very good service," W. R. Supples, manager of The Columbus Transfer Company said. "We discovered, however, that there was one difference in the two companies: The types of men employed. We employed drivers on a salary basis and trained them very carefully. The other company paid on a commission basis which meant that drivers looked for short haul passengers to the neglect of calls from residence sections. The

drivers could make more on commissions by cruising in the business section.

"We did not feel that it was quite the thing to dwell on these methods of operation in our advertising. Since cab service depends upon the individual we decided to advertise the personalities of the men driving our cabs, presenting a new driver twice a week. The advertisements were very simple in form. They contained a halftone of the driver and a short story relating to his length of service, his hobbies and other personal details.

"The campaign was of a temporary nature, as it was meant to meet a specific situation. It allowed us to hold our patronage in spite of the strong competition. On the day following the appearance of the first advertisement two calls were recorded for the driver mentioned in the copy. Later, others were frequently called for by name or nickname. We usually put the man's given name or nickname in the headline. We overheard women say that they felt a great deal safer and were more inclined to use our cabs because they felt they knew something about the drivers. We often noted that people on the street cars and trains read the copy through to the end, indicating that the rather different slant was getting attention."

EVERY EMPLOYEE A COPY MINE

The director of public relations of one of the leading petroleum companies told me recently that it was possible in his opinion to make advertising copy out of nearly every employee who comes into contact with the buying public. Sometimes the names of the employees pictured should be used. At other times this may not be desirable. In its copy relating to a number of old-timers in its employ the Western Electric Company told just who each man was and gave a thumb-nail story of his career with the company. The Columbus Transfer Company, the shoe retailer in South Bend, the Chicago bank and the Omaha

**Buyers are made,
not born. Any selling
price is too low which
excludes the cost of
creating purchasers.**

**McJunkin
Advertising Company**

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

*Designer Serial
Sensational Success!*

"ARROWSMITH"

SINCLAIR LEWIS'S
Greatest Novel

¶ "Far Better than 'Babbitt'."
—NEW YORK TRIBUNE

¶ "Splendid novel."
—NEW YORK TIMES

¶ "There is material here of
life itself."
—CHICAGO DAILY NEWS

"Arrowsmith"—sweeping success,
just out on book stalls—
first appeared, in serial form,

in

THE DESIGNER

For January, February and March, 1925—
The Designer has the greatest gain in advertising

Designer Serial
Sensational Success!

"ARROWSMITH"

This is the fiction *The Designer* gives its readers.

For Sinclair Lewis is just one of the many famous authors who contribute to *The Designer*.

Other Great Writers Include:

ARTHUR TRAIN

ACHMED ABDULLAH

SAMUEL MERWIN

OCTAVUS ROY COHEN

MARY SYNON

FANNY HEASLIP LEA

NALBRO BARTLEY

All in—

HOLWORTHY HALL

THE DESIGNER

(THE DELINEATOR and THE DESIGNER—*The Butterick Combination*)

lineage of the seven leading woman's magazines

department store all followed this method for the obvious reason that names and specific facts always carry greater weight with the reader. He knows then that the advertiser is not romancing.

In the case of a salesman traveling a territory it is apt to please him and make his job easier if he can be made the basis of a dignified piece of copy. Such copy as used by the Curlee Clothing Company of St. Louis makes many calls for a salesman without cutting in on his time. It widens the trade's knowledge of a man; and, if skilfully done, it packs a sales thought or two along with its good-will story.

In recent years there has been a growing appreciation of the sales influence that each worker in an organization can exert. "Employees know the company," says the Public Service Company of Northern Illinois. "Its interest is their interest. They are acquainted with many people in their own environments who are potential users of what it has to sell" (in this case electric household appliances and electricity). "Who are better qualified than they to carry this message of more and better business and assist its crystallization into more sales and a greater use of service?"

A large Eastern drug store recently held a sales contest on safety razors. The first prize went not to the star toilet goods sales clerk but to a man at the soda fountain. He sold razors while men were drinking. The store's cashier walked away with the second award, and the third prize went to a boy in the firm's receiving room who sold razors without coming in contact with any of the best prospects. He sold expressmen while they waited for him to sign their receipts. Dozens of other cases could be cited to show that employees whose primary job is not to sell can sell just as successfully as anyone. What business is beginning to realize is that if the employee is such a strong sales influence he must be worth some-

thing as an advertising influence as well. Isn't a company known or shouldn't a company be known by the men it keeps?

The advertising manager of a house manufacturing musical instruments states that whenever he needs advertising material to fill in between special selling events or seasonal campaigns he always turns to the firm's employees. When they double in advertising they sell prospects the idea that the workmanship behind the instruments advertised can be relied on. They foster good-will and promote better internal feeling in the firm's factory.

The advertiser who digs up the kind of material that others are neglecting is able often to step out of the field where the competition for reader attention is hottest.

New Accounts for The Dauchy Company

De Grauw Aymar & Company, New York, manufacturers of marine supplies, and the Simplex Specialty Company, New York, manufacturer and distributor of hardware novelties, have placed their advertising accounts with The Dauchy Company, advertising agency, also of New York. Business-paper advertising is being used for these companies.

R. U. Delapenha & Company, New York, manufacturers and importers of food products, have also placed their advertising account with the Dauchy agency. A campaign for the latter account will be conducted on William P. Hartley's marmalade.

With Detroit Agency

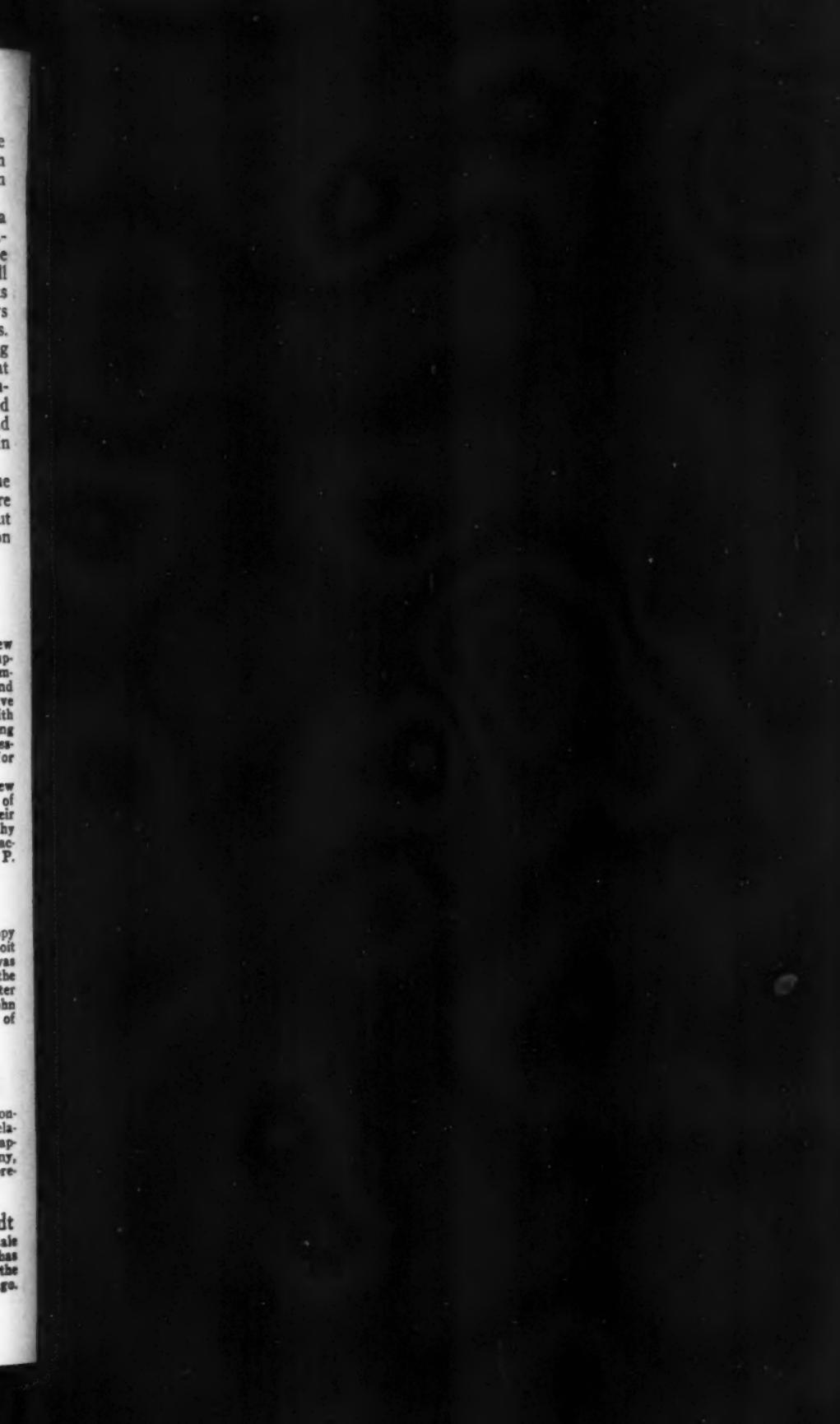
James G. Hanna has joined the copy staff of The Warner Company, Detroit advertising agency. He formerly was with the advertising department of the Packard Motor Car Company and later was advertising manager of the John W. Ladd Company, manufacturer of dairy and milk machinery.

Appoint Thomas F. Clark Company

The Urbana, Ill., *Courier*, the Connerville, Ill., *Free Press*, and the Delaware, Ohio, *Journal Herald*, have appointed the Thomas F. Clark Company, Inc., as their national advertising representative.

Clothing Account for Brandt

The Scotch Woolen Mills, wholesale and retail men's tailoring, Chicago, has placed its advertising account with the Brandt Advertising Company, Chicago.



Mar. 26

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—And Some have the Message
Thrust Upon Them

THAT'S just exactly what happens on the road! The Good Gulf signs seem to stand out on the roadside as you roll off the miles, reminding you of Good Gulf Gasoline ahead. With no other mediums is it possible to get such vivid contrasts and scintillating colors as in porcelain enamel. The reflected light from the furnace-fused colors attracts every eye. Why not put this medium to work for your business or your client?

It costs but very little more than ordinary signs, lasts for years and is as brilliant as new, for at least a decade.

Call New York or Baltimore



THE
**BALTIMORE ENAMEL
 AND NOVELTY COMPANY**
Permanent Advertising Signs

MT. WINANS
 BALTIMORE, MD.

NEW YORK
 200 FIFTH AVENUE

The POMPEIAN CO. USES ADVERTISING IN THE

Read Mr. Wheeler's Letter —

The Pompeian Co.

MAIL ADDRESS, "POMPEIAN" CLEVELAND
GLOBE NUMBER: A. G. C. 57500 BENTLEY, WESTERN UNION.

Cleveland, O.

September 6, 1924

Artemas Ward, Inc.,
50 Union Square,
New York City.

Gentlemen:

Interborough Elevated and Subway car and station advertising constitute one of the best publicity buys I know of. This conclusion has come from our twelve years' use of your medium.

Our space has been repeatedly increased during that time.

As you very likely know, we use no other advertising of this kind in the United States.

The buying capacity of New York City staggers the imagination, and the way your service reaches that field is a gratifying thought to the advertiser.

Very truly yours,

W. W. Wheeler

W. W. Wheeler, Vice President.

"Pompeian — Always Advertised"



Mr. V.
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NO OTHER CAR CARD IN UNITED STATES

*Their Cards Appear Exclusively in
Greater New York in the
Interborough Subway
and Elevated Cars!*

NEW
YORK

Mr. W. W. WHEELER, Vice-President of The Pompeian Co., has presented his compliments to Interborough Advertising in a most complete and convincing manner. His letter has left us unable to make a comment,

other than the fact that we are extremely proud of our relationship, and that Interborough Advertising was selected—and is used—by them in preference to all other Car Card Advertising in the entire country!

INTERBOROUGH ADVERTISING
SUBWAY & ELEVATED CAR CARDS & POSTERS
CONTROLLED BY
ARTEMAS WARD, Inc.

NEW
YORK



THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK-LIGHT
L & G AGATE WARE
BONDED FLOORS
NEW-SKIN

What we've done for others we can do for you.

IF as
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Some Trade-Mark Fallacies Exploded

Well-Known Facts About Trade-Marks That Aren't So

*Washington Bureau
of PRINTERS' INC*

IF WORDS were static things, as fixed in their meanings as numerals, doubtless the decision of the Patent Office and the courts regarding the registration of trade-marks would have shown a marked similarity during the last ten or fifteen years. But words and phrases have the habit of taking on changed meanings in general use, especially when they are subject to the repetition and emphasis of advertising. And this habit of words is evidently responsible for a recent and gratifying development of the registration service, expressed by broader and more liberal interpretations of the trade-mark laws.

The influence of the tendency of meanings to change also may be credited with recent decisions which contradict some of the former general convictions regarding registrable marks, and which are still widely accepted as facts. For instance, the law states that descriptive and geographical words and the proper names of individuals cannot be registered as trademarks. Nevertheless, during the last few years, a number of trademarks, which were considered unregistrable because they were descriptive, geographical or proper names when they were adopted, have been accepted for registration by the Patent Office.

The decisions which resulted in these registrations not only show a rather radical change in the trade-mark service, but they also indicate that the protection of registration may now be secured by many trade-mark owners who have considered their marks unregistrable. For such owners, the value of registration cannot be over-estimated, especially in the case of unregistered marks which have been the identifying factors in advertising and intensive merchandising campaigns. For it is the

consideration of the public that makes many trade-marks, unregistrable when they were adopted, now subject to registration because they have taken on meanings which were foreign to them originally. The change this consideration has wrought in the registration service may be briefly illustrated.

Under a strict and literal interpretation of the law, the word "Ford" would not be registrable as a trade-mark for automobiles because it is a proper name. However, "Ford" has been accepted for registration by the Patent Office, and the Ford Motor Company has been granted the exclusive use of the word in the automobile field.

HOW TIMES HAVE CHANGED

Ten years ago, "Wearever" would have been considered descriptive of the goods identified, hence unregistrable; but the word has been registered as a trademark by the Aluminum Company of America. "Oakland" is unmistakably a geographical name, and, as such, is not registrable; but, some time ago, the Oakland Motor Car Company secured registration of the name as a trade-mark. "Grape Nuts" is another mark which, before it was widely used and advertised, was not considered registrable; but in the case of the Postum Cereal Company versus the California Fig Nut Company (313 O. G. 454), it was decided that the mark had acquired a certain value which entitled it to the protection of registration.

These marks were accepted for registration because, through long and extensive use, they had acquired a well-defined secondary meaning. The words had practically lost their geographical, descriptive or proper name meaning in the minds of the public and had become so closely associated with the goods they identify as to jus-

tify their being set apart as the exclusive property of their owners within their various trades. The secondary meaning of the word became more important than the original meaning, so far as the goods were concerned, and gave to the words an unmistakable trade-mark value. This development is now well recognized by the courts in cases of unfair competition.

The use of the word "Ford" offers an almost perfect example of how the secondary meaning is acquired by a trade-mark. When the Ford car was first placed on the market, the name "Ford" indicated to the public mind merely the name of the manufacturer of the car. Gradually the word took on a meaning that was more specifically related to the product, and now a "Ford" means a Ford car, a car of a certain character and size which is made by the Ford Motor Company. In the public mind the product has completely acquired the name of its inventor and maker; hence, due entirely to the consideration of the public, the word "Ford" has developed from a merely qualifying name to a mark which completely identifies its product.

At first, when applications began to be filed on the basis of secondary significance, the Patent Office was slow in following the lead of the courts in the recognition of the marks as proper subject matter for registration, claiming that there were no statutory grounds for their acceptance. It was not until about 1915 that the office relaxed slightly and accepted registration of a few marks of the kind under the assumption that the phrase "merely descriptive" appearing in the Trade-Mark Act of February, 1905, justifies the practice.

This decision was especially important at that time, as it was the only apparent means of getting a number of valuable trade-marks on the register, in order that the piracy of U. S. marks could be stopped in certain foreign countries. While these marks, though unregistered, could be protected

under the common law in this country, the countries in which trade-mark piracy flourished made registration here a prerequisite to registration under their laws.

The Act of March 19, 1920, provides for the registration of marks specifically refused registration by the prior Act of 1905, if they have been in *bona fide* use as trade-marks for not less than one year prior to the application. When this act was passed the Patent Office shut down on all applications for registration in which secondary significance was the deciding factor, alleging that the reason for registration under the Act of 1905 was removed by the new act.

STATUS OF ACT OF 1920

The Patent Office assumes that the Act of 1920, though far from clear in its wording, meant something, and that registrations under it were of value. But at least one court has taken issue with this opinion, and has created a great deal of confusion in the Patent Office by ruling that the registrations under the new act are mere scraps of paper. This was the decision in the case of Charles Broadway Rouse against Winchester.

The office, however, is not willing to set aside the law on the opinion of one court, and still maintains that registrations under the Act of 1920 are good. On the other hand, the legal profession and business men who are informed on the subject are either in a state of doubt or they agree with the court decision just mentioned.

Incidentally, an attempt was made during the last session of Congress to clear up the situation by the passage of the Ernst Bill (S. 2679); but the bill was neglected in the avalanche of other, if less important, business. There is no doubt, however, that it will be reintroduced in the next Congress, and that it will stand an excellent chance of passage. Extensive hearings have been held, and the bill has been endorsed by all associations of the patent

Jason Rogers

writes about the new
Circulation and Advertising plan of
THE CHRISTIAN SCIENCE MONITOR
which includes Regional Advertising
at Regional Rates

*(Excerpts from an Article
in Jason Rogers' Advertisers' Weekly)*

"Long years of service in the newspaper and advertising business lead me to take serious interest in the great experiment in specialized national journalism that has been carried through to success by THE CHRISTIAN SCIENCE MONITOR and is now about to be pushed forward another step in its development.

"Its growth to 103,159 paid circulation . . . completely justifies its new undertaking, the publication of three separate editions for different great sections of the country — Atlantic, Central and Pacific.

"The Monitor's new program of sectional editions will make for greater efficiency in production, give the reader more matter of interest to him and enable the Monitor to sell advertising to cover any separate section, any two sections, or its full international coverage, at proportionate rates.

"In my judgment advertising space in THE CHRISTIAN SCIENCE MONITOR is worth much more per line per thousand than is charged for it. It represents the acme of efficiency and responsiveness."

The Christian Science Monitor

An International Daily Newspaper

Published in Boston and Read Throughout the World

branch of the American Bar Association, as well as by numerous trade organizations. On the subject under discussion the bill devotes a paragraph as follows:

"Except as expressly excluded in paragraph (a), (b), (c), and (d) of this section, nothing herein shall prevent the registration of any mark used as a trade-mark by the applicant, in commerce, which, in accordance with the principles of common law, has acquired a secondary meaning distinguishing the applicant's goods. Substantially exclusive use as a trade-mark for five years preceding application shall be *prima facie* evidence of secondary meaning."

It is expected that, within the next year, this provision will become law. If this expectation is fulfilled the Ernst Bill will undoubtedly simplify the entire procedure of trade-mark registration and solve the problem of secondary significance. In the meantime, and in the event that the bill is not passed, it is safe to say that the Patent Office will continue to accept registration on marks which have acquired meanings that give them special identification values, although, according to their original meanings, they were not considered registrable.

This conclusion is based on a discussion with Patent Office officials, who explained that, in allowing registration on the principle of secondary significance, the office is merely carrying out the repeated and unquestionable decisions of the courts. In support of their present attitude, the officials mentioned a number of recent court decisions, the most significant of which appear to be the following:

In the case of the Standard Varnish Works against Fisher (153 F. R. 928), the court held that words or names which, in their primary meanings, are public property, may attain a secondary meaning by long use and be protected on the ground of unfair competition.

Not long ago, the U. S. Circuit Court of Appeals gave as its

opinion, in the case of Trappey versus McIlhenny, that where one has marked his goods with a geographical name for so long a time that they have become known in the market by that name, the use of the name to describe goods of a subsequent maker will be restrained as unfair competition.

And in the case of Perkins against Apollo Brothers, Inc., (197 F. R. 476), the court held that "A name is entitled to protection if it has acquired a secondary meaning."

Evidently taking advantage of these and similar decisions, the Commissioner of Patents gave as his opinion, in the case of J. N. Eisendrath Company, that proof that a mark has been widely used and is understood as indicating origin, and not as a descriptive term, should always be taken into consideration in determining the registrability of a mark.

Hence, a number of well-known facts concerning trade-mark registration, which were entirely valid a few years ago, are literally not so at the present time. And many unregistered trade-marks with records of honorable activity, even though they may have been originally geographic, descriptive or proper names, may now receive all of the protection of registration for the future.

B. D. Waldie with Irvin F. Paschall

Benjamin D. Waldie, recently with *The Farm Journal*, Philadelphia, has joined Irvin F. Paschall, Inc., Chicago advertising agency.

School Account for Chambers Agency

The Chamberlain-Hunt Academy, Port Gibson, Miss., has placed its account with The Chambers Agency, Inc., New Orleans.

Joins Class Journal Company

Frederick O. Schubert, recently with the advertising department of the Public Service Cup Company, Brooklyn, N. Y., has joined the Class Journal Publishing Company, New York.

Will Represent "The Hostess"

The Hostess, New York, has appointed Burton R. Freer as its Chicago advertising representative, and Henry C. Pragoff as its Boston representative.

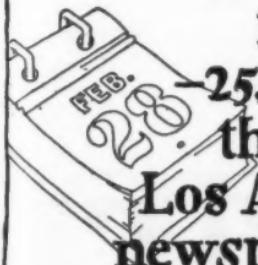
It happened
in February!

The Los Angeles
EVENING HERALD
carried 180,614
lines of foreign
Advertising



44,674 lines more
than any other
Los Angeles daily
newspaper.

—25,676 lines more
than the other
Los Angeles evening
newspapers *combined!*



H.W. MOLONEY
604 TIMES BLDG.
NEW YORK

REPRESENTATIVES

G. LOGAN PAYNE
401 TOWER BLDG.
6 N. MICHIGAN AVE.
CHICAGO ILL.

A.J. NORRIS HILL
710 HEARST BLDG.
SAN FRANCISCO



The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

Replacing 4,137,376 Tires

OVER the roads of rural America go 1,034,344 automobiles owned by The Farm Journal subscribers *alone*. Daily they are traveling the highways on errands of business or pleasure—and constantly making business for tire manufacturers.

And tire manufacturers have not failed to take measure of the huge sales opportunities afforded in the replacing of these tires. They use the advertising pages of The Farm Journal to favorably influence its readers in their choice of tires, knowing that regardless of whether the purchase is made in village or city, the influence must be effected back on the farm.

The *wearing out* of tires and their replacement is but a single illustration of the great market among The Farm Journal subscribers for good merchandise of all kinds. Why not tell *your* merchandise story to The Farm Journal's more than 1,200,000 rural people at a cost of less than $\frac{1}{4}$ cent per page per family?

Journal
farm field

CHICAGO

SEATTLE

SAN FRANCISCO

A GAIN OVER 1924

Accumulative Advertising line- age for first three months of 1925	50,393
Accumulative Advertising line- age for first three months of 1924	46,267
GAIN	4,126

The Reason

700,000

ALL MAIL SUBSCRIBERS

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the Lowest Rate in proportion to circulation of any paper in its class!

AT THE LOW RATE OF

\$2.60 an agate line

Beginning with the September 1925, issue, \$2.75 an agate line.

\$1450.00 a page

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office

A. H. Greener, Manager
116 W. 39th St.
• Room 634

* "Wh
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page 93.

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26, 1922

Can You Get Boy Scout Sanction for Your Product?

The Policy of the Boy Scouts of America in Granting Right to Make and Advertise Official Scout Equipment

RECENTLY, the Patent Office refused the Winchester Repeating Arms Company's application to register the words "Winchester Scout" as a trade-mark for pocket knives.*

On the other hand, Fayette R. Plumb, Inc., manufactures, advertises and sells through its many retail outlets an ax labeled "Official Scout Ax." Manufacturers, who are not familiar with the policies of the Boy Scouts of America, might well be pardoned if they seem to see here a strange contradiction of policy.

There is no such contradiction, however, as manufacturers will find if they take the trouble to investigate. The Boy Scouts of America have a very definite policy concerning the manufacture and sale of products carrying the Scout insignia and have followed this policy unswervingly almost since their inception in 1910.

The Scout insignia is protected by an Act of Congress which says that no use, apart from the official purposes of the Boy Scouts of America in carrying out its program, may be made of the emblems, insignia or uniforms of the organization, or of the words, "Boy Scout," "Scout," or other characteristic titles, words or phrases commonly associated with the national Scout movement, except by authority in writing of the executive board of the national council, through its chief administrative officer.†

When you realize that there are more than 500,000 Boy Scouts and more than 150,000 Scout Masters and other volunteer adult leaders under the jurisdiction of the Boy Scouts of America and

that the organization takes in some 20,000 new members each month, you will understand readily why so many manufacturers, most of them entirely innocent of any malicious intent, have tried to capitalize on the prestige of the organization. Since 1910, the National Supply Department of the Boy Scouts of America, which has jurisdiction over such matters, has terminated more than 300 infringements entirely through purely friendly measures. These infringements ranged all the way from the use of the word "Scout" as the description of a brand of candy to the naming of an automobile model "Scout Roadster." Seldom has the organization been forced to take infringements to the courts, since a favorable court decision was rendered so far back as 1912.

The question now arises: "How can a manufacturer get official sanction for the use of the Scout insignia on his product?" The answer is that in a certain sense he cannot get that sanction unless his product is one of the few which the organization feels is an essential part of the Scout's equipment. The manufacturer of candy has practically no chance of being allowed to use the Boy Scouts' prestige to help him sell his product. On the other hand, the manufacturer of knives, shoes or some other such essential part of the Scouts' equipment does have a chance to get official sanction. As a rule, however, his part must be passive rather than active.

The Boy Scouts of America, under its constitution and by-laws adopted pursuant to its Congressional charter, is charged with the responsibility of maintaining a supply department, that to its membership may be made available "such items of scout supplies,

* "Why Winchester Scout Was Refused Registration," February 12, 1925, page 93.

† "How the Boy Scouts of America Are Protecting Their Insignia," October 26, 1922, page 113.

equipment and printed matter for which there is real use in carrying out the Boy Scout program . . . provided, however, that no attempt shall be made to develop a general sales department merely for the sake of profit."

This department is under the supervision of the National Committee on Scout Supplies. The purpose of the department is to provide equipment of uniform design and approved quality at consistent prices. Within this strictly limited scope, the department has been operated so as to avoid any exploitation of the Scout membership, within commercial channels or otherwise, and as one of the privileges of their membership, scouts have been able to obtain their equipment at a considerable saving.

For a number of years, the Boy Scouts of America conducted a highly centralized supply department, which was really a mail-order division of the national headquarters, selling Scout Supplies. To get official Scout equipment a boy ordered direct from the national organization. Right here it is well to get one point clear. The national organization has no rule forcing a boy to buy equipment. He can be a Boy Scout without wearing a uniform or purchasing special equipment. On the other hand, the national organization does recommend that he use official equipment, if he is going to use any, for the sake of uniformity in appearance, and because by using such equipment the boy may be sure he is getting his money's worth.

The supply department's mail-order service was conducted successfully for some years but it reached such a large volume that national headquarters sought for some means by which it might be relieved of some of the operating burden, yet, at the same time, assure the boy an opportunity of getting good equipment. From this desire grew the present plan.

Instead of confining the sales of the more important items of Scout equipment to its own dis-

tributing organization, national headquarters decided to license certain manufacturers to produce official Scout equipment bearing the Scout insignia, to be sold as widely as possible through established trade channels, though also by the Scout supply department and its agencies. In lieu of the modest operating revenue derived under the former system, the National Council of the Boy Scouts receives from licensees a royalty of 5 per cent of the return from business not handled direct, but based upon values which the Scout movement itself has created and from which it is therefore entitled to share the profit.

This does two things. It makes it possible for the boy to buy his equipment from retailers in his own town without the trouble and delays of buying by mail, and at the same time assures the Scout movement the helpful income of 5 per cent, which is used for extension work.

HOW SYSTEM WORKS

This is how the present system works: Take a purely hypothetical case. Let us suppose that the Boy Scouts of America have decided that an official stocking is needed. The first step is for an officer of the supply department to go through trade papers and commercial registers seeking the names of the best stocking manufacturers in the country. He also consults well-known merchandising authorities to get further names and taps a number of other sources until he has what he considers the names of ten or a dozen of the best stocking manufacturers in the United States.

To each of these manufacturers a letter is written. This letter outlines pertinent facts concerning the Boy Scouts of America, the number of Scouts, the growth of the organization and its policy regarding supplies. Next, the letter explains that the organization is seeking to standardize stockings and explains the kind of stocking it wants. The manufacturer is then asked to submit samples,

Keeping the summer sales sheet lusty

WHILE searching for a means of keeping summer sales up and costs down, don't overlook Giant Ads. Winter and summer look alike to them—except that if anything they are more in their element during the vacation period. For this reason.

At home people know where to buy. Away, in a strange town on vacation new buying habits are formed.

Giant Ads in your distributors' windows tell what and where to buy; plainly, and at a glance. Many a manufacturer keeps up his summer sales with Giant Ads, and carries into the fall and winter the friends his Giant Ads made for him during the summer.

Giant Ads are at *their lowest price right now*, especially when bought on a series basis. Write for prices.

NATIONAL PROCESS COMPANY, Inc.
218 West 40th Street, New York. Phone, Penn. 4600

GIANT ADS

CUT-OUTS • POSTERS • WALL HANGERS

being told that he is one of the several to whom this invitation is being extended.

A few days before the closing of the bids, those manufacturers who have not replied to the letter are written to again. The organization wants no manufacturer to have the opportunity to claim unfair discrimination. An official of national headquarters also made it very clear that if a manufacturer who has not been put on the original list learns of the tests being made, he has every right to ask for the opportunity to submit samples. If this company has a good reputation with the trade his samples are welcomed.

SAMPLES ARE SUBMITTED TO RIGID TESTS

Assume that eight manufacturers submit samples. The next step is to test these to see which are the best. The samples are sent out to certain crack troops of Scouts where they are tested in actual wear. They may be sent to the Bureau of Standards, at Washington, to be tested further. In addition, certain merchandising experts go over the samples carefully with the trained eyes of men who have sold hosiery for years. The nature of the tests varies, of course, with each type of product, but the tests are thorough and entirely unprejudiced.

From the eight samples the best two probably are chosen. The companies making these are then notified that their samples have passed the tests successfully and official sanction has been given to them to manufacture Scout stockings. National headquarters, as a rule, chooses more than one manufacturer for several reasons, the most important being that several manufacturers will have a much wider retail distribution than one manufacturer. Once a manufacturer has been chosen, he can sell his product through his regular channels and can advertise it as widely as he pleases. In addition, the national Scout organization sells the product through its supply department

which still maintains a comparatively small mail-order business as a matter of further service to the Scout membership.

That, briefly, is the plan used by the Boy Scouts of America today. It is thorough, unprejudiced and eminently fair.

At the present time, only a small list of products has official sanction. This list is composed of uniforms, mess kits, cook kits, knives, canteens, and axes. Tests are now being conducted on bugles and shoes. It is not a large list and is kept small intentionally. The national organization wants to hold officially sanctioned products down to a minimum of "necessity products."

Although the list is small this fact does not mean that a manufacturer whose products do not fall under any of its headings can go ahead and use the Scout prestige to help sales for his product. He can't—because the national organization will fight every effort to make such use of its prestige.

Studying the plan, the manufacturer will see that he has a slight chance of getting official sanction through his own efforts. If one of the manufacturers whose product is already sanctioned should, by reason of cheapening the quality of his product, lose his right to use the Scout insignia, another manufacturer might get the chance. We say "might" because, as yet, no such case has arisen. So long as the products of the sanctioned manufacturer meet the rigid tests of the Boy Scouts of America—and frequent inspections by the supply department see that quality is kept up—there is no chance for another manufacturer of the same article to get his products sanctioned unless the demands of the Scout membership should require an additional source of supply.

Beyond this possibility, the manufacturer's only chance of obtaining Scout sanction for his product, is the hope that the Scout organization may decide to standardize other "official equipment" items.

Hard Candies Stay Hard —When Amersealed

No longer need makers of hard candies fear that their product will reach the consumer stuck in a solid mass that needs to be pried bit by bit from the jar. Hard candies may be packed so that they are free from contact with the air; they may be kept as dry, fresh, and pure as when put up at the factory. The Happiness Candy Co. realize this—that's why they Amerseal their hard candies.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely airtight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark, or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product

A Better "Seal-and-Reseal" Is Not Possible

**AMERICAN METAL CAP
COMPANY**

Brooklyn **New York**

Branches in the following Cities:	
Chicago	Los Angeles
Cleveland	San Francisco
Detroit	Portland
St. Louis	Seattle
	Louisville



United Happiness Candy Co. use Amerseal

Oliver Twists of Ad

Back for "Some more"

IT is significant that scores of advertisers who were first attracted to Examiner merchandising service thru knowledge of our accomplishments for others, have stayed with us consistently. Notable among these is the

165,000
DAILY

380,000
SUNDAY

The Los Angeles Examiner

OFFICES

Pacific Coast Representative
571 Madonna, k Bldg.
Telephone Garfield 3853
San Francisco

Eastern Representative
1819 Broadway
Telephone Columbus 8343
New York City

of Advertising

Gebhardt Chili Powder Company,
—now in third consecutive year
A. Schilling and Company,
—just signed third contract
Jell-Well Dessert Company,
Pepsodent Company,
California Raisin Growers' Association,
Parker Pen Company,
D. Ghirardelli Company,
Southern Cotton Oil Trading Company
Boncilla Company
Sealpax Company
V. Vivaudou
Forhan Company
Tillamook County Creamery Ass'n.
—and numerous others

The Los Angeles Examiner's Merchandising Service Department is a hard-working, practical organization, keyed to get action for advertisers. It is not a clearing-house of bluff, bunkum and flubdub. Advertisers who do not use it in local strategy do themselves an injustice.

Los Angeles Examiner

OFFICES

Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago

Business is good in St. Paul and its rich trading territory

*all lines of business
furnish the proof!*



This map is from the
March issue of the
Nations Business.

St. Paul Dispatch St. Paul Pioneer Press

These great key papers to
the Northwest solidly
cover the richest part of
this rich territory at one
low cost.

Net paid daily combination, carrier 94.965

Total daily, net paid 164.557

Total Sunday, net paid 154.251

O'MARA and ORMSBEE
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Folk Words vs. Book Words in Advertising

It Is the Task of the Copy Writer Not Merely to Keep Abreast of the Dictionary But Ahead of It

By Richard Surrey

"WE have two sets of words," wrote Allen Upward; "folk words and book words. The first we learn at home, and use most in talking; the second we learn at school, and use most in writing. The folk words come to us as the wrappings of our earliest thoughts and feelings, and form, as it were, the mind's natural skin. The book words follow after the brain has begun to harden, and are more like clothing which the mind puts on. We use them as children who walk in wooden shoes—not with the same sure and elastic tread as they who go barefoot."

The book from which this paragraph is taken—a paragraph which might well be printed in large type and hung in every copy department in America—was written fifteen years ago, and is probably out of print by now. Yet there must be hundreds of copy writers who are thirsting for such a volume.

Every conscientious writer of copy possesses a wholesome contempt for the dictionary, and would enjoy Upward's gibes at the lexicographers, which are liberally sprinkled throughout this book: "The New World."

In it he tells of his search for the meaning of the word *idea*, and of the results obtained from dictionaries:

Idea—mental image.

Image—any corporeal representation.

Representation—image.

Most of us have had similar experiences in attempting to get at a word's heart. In the dictionaries we find only the dry bones. It is only in the mouths of Tom, Dick and Harry that we find the living spirit of a word—its real connotation.

And seeing that "connotation" is

itself a book word, let us have clearly in our minds, at the outset, just what it conveys.

Primarily, it means "to note with," or, as the dictionary has it, "to imply along with an object its inherent attributes."

For a lexicographer's definition, that is not so bad. It is a scientific way of saying that a word, in addition to denoting an object—giving it a label, so to speak—may also connote something inherent in it or connect with it in the mind of an observer—may, in short, give it a flavor—an appeal to the senses.

As an example of how the connotation of a word undergoes constant change, take the word *fast*.

Originally it was a simple label-word, denoting a fetter.

Centuries ago, in Denmark, for that is where we got the word, somebody saw the "inherent attribute" of a fetter—namely that it made something fast or firm or fixed.

And thus *fast*, a label-noun, became adjective of flavor, so to speak. It was applied to objects other than the original fast or fetter, to imply *their* inherent attribute, namely firmness.

And hence sprang its many meanings and the many phrases in which its sense is crystallized:

Hard and fast; a nautical phrase meaning immovably aground.

Impregnable; as in a phrase from Spenser concerning "outlaws lurking in woods and fast places."

Steadfast (stand fast); as we speak of "a fast friend."

Permanent; durable and lasting, as "fast colors."

Not easily disturbed; as in our common phrase, "fast asleep."

Fast and loose; now cohering, now disjoined; inconstant, tricky.

To abstain from food; a rigid, firm observance of religious discipline. (Both verb and noun).

Swift; a curious case of connotation, derived from the idea of keeping close—adhering—to what is pursued.

Nine Key Markets of Texas



Missouri eyed?

If you like to see for yourself—do it! The circle tours to follow the Convention at Houston provide a rare opportunity for personal contact with prosperity, people and publishers in these nine Key Cities of Texas. The newspapers of these cities extend a sincere invitation and promise a warm welcome.

**A. A. C. of W.
CONVENTION
M A Y 9 - 1 5
H O U S T O N**

the bright spot in America for merchandising

This year will be a big year in Texas . . . another big year.

The farmers' purse has been fattened with an income just under the billion dollar mark. He has swept himself free from old debt and entered 1925, cheerful, optimistic, eager to buy.

Oil and minerals have added better than a half billion to Texas' prosperity. Lumber, manufacturing and live stock have swelled its purchasing power by nearly two billions more.

Today, Texas is the bright spot of America. It's a market—with money.

Never has there been a more favorable time to enter the key cities of this prosperous empire—never before has the buying power of Texas been more bountiful.

The NINE KEY CITIES, shown on the map opposite, are rich from the golden stream of prosperity that

has flowed to them from the farms, the mines, the factories and the forests.

Each is the vent through which to tap the wealth of its own trade territory. Jobbers are concentrated here. Outlying towns are easily and quickly reached.

Combined, these nine rich, prosperous key cities stand as the fifth metropolitan market of the nation. 850,000 people live within their corporate limits. Only Detroit, Philadelphia, Chicago and New York offer a greater army of buyers.

These nine cities are the sources of supply for the greater market of Texas—ninety per cent of all Texas lives within their trading radius.

Here—in these prospering key centers—concentrated population, accessibility and ready volume can be found.

Sell them and you sell all of the greater Texas market.

Any newspaper in any key city will be glad to give you definite data on its territory entirely without obligation to you. Write.

A fast woman; a complete reversal of the original connotation, for a fast woman and a loose woman are almost synonymous, this meaning being obviously derived from the idea of inconstancy implied in the phrase, "fast and loose."

Thousands of other words are taking on fresh connotations under our very eyes. Most of these changes are due to the pressure and friction occurring in the currency of common speech. Others are due to the "stretching" of words by poets.

Advertising itself, in addition to giving widespread publicity and permanence to colloquialisms and temporary connotations heard in the street, has also contributed to the stock of ever-growing, ever-changing connotations that affect our language.

Not long ago the Baltimore *Sun* jocularly observed that "the word 'easy' means 'easy,' except when used in connection with the word 'payments.'"

F. P. A., well-known columnist of the New York *World*, added that "the word 'popular' means 'popular,' except when used in connection with the word 'prices.'"

Such good-humored taunts as these indicate the trend of public reaction to advertising, and should warn the copy writer to beware of using words or phrases that have been worn threadbare by extravagant use.

There have been so many "maximums" in advertising, for instance, that it is impossible for the consumer to credit the existence of a maximum.

But it is not only the connotation attaching to words and phrases that have been shorn of validity by misleading or preposterous usage that the copy writer should avoid. He should bear in mind, also, that words have a power of suggestion, in combination with other words, that is often foreign to their original import. In other words, the context in which a word is placed, may completely alter its suggestive force.

In the phrase, "a good time," for instance, there is implied an incident or an experience which is

rather the reverse of the commonly accepted idea of goodness.

The copy writer must keep pace with the constant and rapid minting of these colloquial combinations. He must be certain that the man in the street is not reading into his copy a meaning which he did not intend to imply. He must be certain that Mr. and Mrs. Consumer—and especially the adolescent Master and Miss Consumer, who are the quickest to pick up new connotations, from the street, the stage and the newsstands—he must be certain, I say, that these readers get out of his copy exactly what he intended should go into it. And he can only do so by "mixing." The best-read men in the world would make the worst copy writers in the world, if they were or could be persuaded to write any.

Copy writers, today, must be more than merely educated, in the formal and restricted sense of the term. To know only the dictionary meaning of words is not enough. They must know the "street" meaning, too.

It is the task of the copy writer not merely to keep abreast of the dictionary, but ahead of it.

Ford Madox Ford, a writer of considerable note in Europe, stated recently "a good style will be found to consist in a constant succession of tiny, unobservable surprises."

It is for this that the advertising writer should strive. The reader of his copy should constantly be running into colloquialism and fresh connotations, which, although they may be familiar to him in common speech, look fresh on paper.

Examples are not easy to unearth in the reams of advertising that is being currently written. But the other day, for instance, I read an automobile advertisement, one phrase of which has stuck in my memory. The copy consisted of a series of questions, such as: "What happened to the old-fashioned man who wore a pink-lined silk topper?"

About half way through the copy was a question—I forget just how it was phrased—but I remem-



GROWTH

Pick up a copy of April Good Housekeeping, out now, and see why it is so important as a human force. Just pick up a copy and you'll be astonished at its size and weight—physically and as a publishing accomplishment. It is more than a fortieth anniversary number. Its pages show the reason for the implicit confidence of its readers — editorially and advertisingly. More than a million of these readers know that any announcement or pronouncement is not to be questioned when

**GOOD
HOUSEKEEPING
SAYS SO**

ber that I was expecting the answer to be—"as high as a kite"—or something rather trite, like that. Instead, it was "higher than Mount Everest."

It is these "tiny, unobservable surprises" that make good copy, readable copy, memorable copy.

A kitchen cabinet advertisement lately spoke of the modern kitchen as being "cheerful, convenient and so *livable!*"

Just the sort of word your mother or your Aunt Emma might use. And think what it connotes!

An advertisement for steel bedroom furniture begins with this paragraph:

Does your furniture serve you—or make you a slave? Do you have to *coddle* it and protect it constantly—or see its beauty vanish under the stress of daily wear and tear?

Notice the force of this colloquial "coddle." It crystallizes into six letters all the care and anxiety you have bestowed upon your furniture—all the "don'ts" and cries of "do keep your feet down" that you have hurled at little Alice and young Harry.

A radio advertisement—one of those ubiquitous "I am" advertisements—contains the phrase, "I shrink the world."

A word that is redolent of home and mother and the washtub. A word whose connotation no one could possibly mistake. A folk word, that needs no dictionary to validate its meaning.

A piece of copy for a paper manufacturer lately made the point that business forms are equivalent to money and goods. The opening sentences were:

The bank president seldom handles a sack of money. The steel master never lifts a sheet of steel. The owner of a big store doesn't unpack merchandise. The miller isn't dusty; and there is no chaff in the trouser cuffs of a grain broker.

No mere label-words, these last. Here is the very flavor and smell of the threshing-scene, miles from the metropolis.

The B. F. Goodrich Rubber Company brought out a new type of storm-rubber some time ago. Goodrich might have called them

Goodrich Hookless Galoshes. That would have denoted what they were. But instead, they were called Zippers. That connoted the hookless fastener which was the feature of the product. And more than that, it connoted the speed—the zip—with which the fastening can be ripped open or closed tight.

There are folk words and book words, and although the folk words are commoner, somehow, if you put them in just the right place, with just the right connotation, you achieve "a constant succession of tiny, unobservable surprises" which is the secret of good literature and good advertising.

Allied Newspapers Augments Staff

Manning Wakefield, J. Albert O'Brien and Leslie Rood have joined the New York sales staff of Allied Newspapers, Inc., publishers' representative.

For a number of years Mr. Wakefield was Eastern manager at New York of the Farm Press Publishing Company and the Household Publishing Corporation, both of Chicago. More recently he has been with the Portland, Me., *Press-Herald*. Mr. O'Brien formerly was national advertising manager of the Baltimore *Post* and at one time was with the Baltimore *Sun*.

Mr. Rood, formerly with the Cleveland *Press*, who has been doing special work on the Pacific Coast during the last year, will be a field representative for Allied Newspapers, working in the Cleveland and Pittsburgh markets.

Coleman Lamp Company Markets New Iron

The Coleman Lamp Company, Wichita, Kans., maker of Quick-Lite lamps and lanterns, has placed a new product on the market, the Coleman Self-Heating Iron. The product, which is heated by gasoline, is being introduced to the trade in business-paper advertising. The copy features the slogan: "The Iron with the Cool Blue Handle."

Star Rubber Account for Maxton R. Davies

The Star Rubber Company, Inc., Akron, Ohio, Star tires and inner tubes, has placed its advertising account with The Maxton R. Davies Company, Cleveland advertising agency.

John Dixon with Chicago Motor Club

John Dixon, formerly with The Automobile Blue Book, Inc., Chicago, is now with the Chicago Motor Club in charge of the sale of maps and map advertising.

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Mar. 26, 1925

PRINTERS' INK

An old reliable printing house keeping pace with modern ideas of service.



Young concerns value our mellowed experience; great businesses our stability. Both value the high standards from which we have never swerved in 49 years.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4520

Electric Railway Passengers

(United States, 1923)

PREJUDICED parties are falsely or ignorantly stating that the growth of the automobile business has brought about a decrease in the use of the Street Cars.

The truth is that more persons are riding on the Street Cars than ever before. Figures from the United States Census Bureau prove it.

The total number of passengers carried in 1917, according to the Government figures, was 14,500,000,000, and in 1923, the total jumped to over 16,000,000,000.

The United States Census Bureau figures for 1922, by States, are as follows:

Alabama	80,583,684
Arizona	5,776,976
Arkansas	34,131,000
California	935,446,247
Colorado	100,764,598
Connecticut	209,129,169
Delaware	25,889,902
District of Columbia	197,406,744
Florida	49,220,967
Georgia	130,718,221
Idaho	3,497,883
Illinois	1,753,500,547
Indiana	262,320,348
Iowa	110,406,523
Kansas	43,575,343
Kentucky	147,490,154
Louisiana	164,593,374
Maine	55,575,075
Maryland	350,024,448
Massachusetts	1,058,708,495
Michigan	576,823,922
Minnesota	352,464,915
Mississippi	9,441,459
Montana	17,522,464
Missouri	692,747,054
Nebraska	97,566,736
Nevada	487,200
New Hampshire	22,270,122
New Jersey	484,084,796
New Mexico	1,494,480

25

Pages Carried in 1922

States Bureau Figures)

New York	3,311,252,940
North Carolina	34,206,694
North Dakota	3,616,069
Ohio	967,969,914
Oklahoma	42,322,202
Oregon	97,246,645
Pennsylvania	1,662,796,825
Rhode Island	144,960,937
South Carolina	22,338,616
South Dakota	2,273,666
Tennessee	130,767,681
Texas	229,165,045
Utah	39,303,737
Vermont	7,372,195
Virginia	139,049,282
Washington	173,728,486
West Virginia	95,989,610
Wisconsin	238,963,176
Wyoming	690,541
<hr/>	
	15,317,677,212

You certainly cannot sell a man anything while speeding past him on the street but you have a chance to convince him if both of you sit down for a talk.

Street Car advertising closely resembles the human salesman. The prospects are in the same "room" with the advertisers for long periods of time *every day*.

The Street Car riders—all classes and creeds—travel together in a "room." That there is intimate contact between them and the Street Car cards is proven by the fact that certain advertising, permitted by the other mediums, cannot be displayed in the Street Cars.

J. C. Barnard

National Advertising Manager,

STREET RAILWAYS ADVERTISING CO.



Ford
AUTHORIZED
SALES AND SERVICE

Serving a Nation

WHEREVER the voice of the Ford is heard in the land, Ford service is advertised by a sign that fittingly expresses the stability and prestige of the institution back of the car. Ford serves the nation and "Ing-Rich" Signs serve Ford.

"Ing-Rich" Signs are decidedly durable. Their base is sheet steel, and into this base solid porcelain colors are fused under intense heat. Their resistance to all forms of decay for many years has demonstrated their durability and proved their economy.

May we send you a sample sign and catalogue without obligation? Write.

INGRAM-RICHARDSON MFG. COMPANY
College Hill, Beaver Falls, Pa.

ING-RICH SIGNS

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Twenty Years of Trying to Find the Best Way to Market

Some of My Experiences in Finding It

By A. Claude Braden

President, Braden's California Products, Inc.

I DIDN'T know that there was anything especially interesting in my experiences in trying to find the best way to sell my products until last week. I was stopping at the McAlpin Hotel in New York, when one of the editors of *PRINTERS' INK* called on me. In the course of our conversation I told him of the different methods I have attempted in marketing my canned goods. He said, "Mr. Braden, others would like to learn of your selling experiments. Don't you realize that hundreds of new products are brought out every year and that their manufacturers are puzzled to discover the most advantageous way to sell them? Even the manufacturer with an established product is always haunted with the thought that perhaps there is a better way to sell it. If any of these other manufacturers could get a suggestion from your experiences, they would be everlastingly grateful to you."

So I am telling my story. I have not accomplished anything remarkable, but I believe that I am on the right track. What I have to recount is more a record of failures than of successes. But on the other hand I suppose it is true that we learn more from our failures than we do from our triumphs. In my case it is certainly true that I have arrived at my present plan of marketing as a result of previous failures.

Let us go back about twenty years or so to the beginning of my experiments. At that time I was living on a twenty-acre fruit ranch outside of Pasadena, California. The ranch was my home, although I was not dependent on its operation for a livelihood. For several years I had been a physical instructor in various Western schools and colleges. I was so

engaged when I lived on the ranch which was operated as a side line, although I admit the little income it brought was a welcome supplement to my none too opulent salary. I disposed of the crop of apricots and peaches to a local cannery or fruit drying establishment. There wasn't anything very scientific about this method of marketing, but it enabled me to get rid of my crop with a minimum of worry and of bother and I might also add, of profit. My principal crop was peaches. One year when there was a good crop I took my peaches to the cannery and was horrified to find that they would not buy them and all I could get for them from the dryer was \$10 a ton. This did not pay for the cost of picking and delivering. It allowed nothing for spraying and for the care of the trees throughout the year. It allowed nothing for the heavy investment in the orchard. I came home utterly discouraged. I saw that I was in the wrong end of the fruit business. It seemed that if any money were to be made in the line, it would have to be made in the selling end and not in the producing end.

ANY PLAN MUST REACH CONSUMER

Probably a better way of stating that fact would be to say that production in any field does not become profitable until the product is sold. To make their business profitable, producers must cultivate markets and create demand among consumers for their merchandise. If an agricultural producer is so small that he cannot create markets, he must align himself with an association or sell to a company that is able to cater to the consumer. Any marketing plan is weak that does not reach the consumer. That is the first

lesson to be learned from my failures.

My discouragement soon gave way to enthusiasm as I planned to build up a canning and packing business of my own. I started to experiment with some recipes in the kitchen at home. Gradually a line of fancy goods was developed, but for years I was afraid to leave my steady job. Finally a company was organized and the Braden Preserving Co. was launched. We sold through the usual trade channels—broker, jobber and retailer. In the meantime I gave up orcharding, and also my physical training work and confined myself strictly to the canning enterprise. Slowly we built a nice business, not only in this country but also in several export markets.

EFFECTS OF THE BUYERS' STRIKE WERE DISASTROUS

All was going well until the depression of 1920 and 1921 came along. Our 1920 pack refused to move. We still had much of it on hand, when in the early spring of 1921 I took a trip across the country, calling on the wholesale trade. In an effort of several weeks duration, I did not succeed in selling a dollar's worth of goods. My failure was not surprising. At that time the nation's distribution system was tied up in a knot. The best price wholesalers were willing to pay for Braden's fancy preserves was \$1.75 a dozen, whereas these same preserves were being offered by retailers at fifty to sixty cents a jar. Naturally, at these prices retail sales were few and far between. The buyers' strike was on. The period of deflation had arrived, but retailers failed to recognize it. For months they refused to take their loss and while they were refusing, the business of the country was checked. The buyers' strike continued long enough, and retailers stood out against it long enough to ruin many a company. The fact that wholesalers were quoting a ridiculously low price on our preserves didn't do a particle of good. Since retailers were heavily stocked and were not selling, naturally they were not buying, re-

gardless of the distress prices being offered.

Our business was in a desperate plight. There we were, with most of our 1920 pack still unsold and the 1921 packing season coming on in a few months and sales absolutely at a standstill. When I returned to California I pictured the situation to my associates. One of them was more optimistic than I was. He offered to assume all of the company's liabilities for my interest and I let him have it. A few months later the company went under.

Looking back at that failure from the vantage point of time, I cannot see how it could have been avoided. We were operating conservatively along recognized lines. We were using the customary distributing channels. We were selling a high grade line and were liberal in our trade relations. The collapse of the business was not our fault. We were simply one of the many victims of post-war deflation. A consoling thought is that practically every canner and packer in the land got into trouble at the same time we did and for the same reason. Those that were better financed than we were and longer established, pulled through after much travail. Those that were in no stronger position than we were shared our fate. Had there been no deflation or no war, with the result that business conditions in this country pursued their normal course, perhaps our little enterprise would have succeeded, growing stronger each year. In that case this article would never have been written.

Fortunately, this first bitter experience in marketing did not whip me. I was eager for another trial at it. It can be imagined that I did not want to attempt the same method of selling again. For me, that method had demonstrated itself to be inoperative. If I started on the same plan once more, I had no reason to believe that I would be any more successful the second time than I was the first.

One of the objections to the jobber-dealer method of distribution is that it does not allow the

22% GAIN

The first three issues of HARDWARE DEALERS' MAGAZINE in 1925 exceeded those of last year in net volume of advertising by 22%.

372 Seventh Ave.
New York



MEMBER AUDIT BUREAU OF CIRCULATIONS

Are You Looking or Sales Ideas?

You May Discover Some in These Reports

MILL CONSTRUCTION.

This is a report of mill buildings erected during 1924. It gives details about design, construction materials and equipment.

This report tells you not what may or should be used but what HAS been used in the very latest buildings erected.

Is your product or service involved in the erection of new buildings? Then this report may give you some ideas.

MILL MECHANICAL DEPARTMENT.

The Industry that leads all others in the number of large establishments requires a tremendous amount of mechanical work.

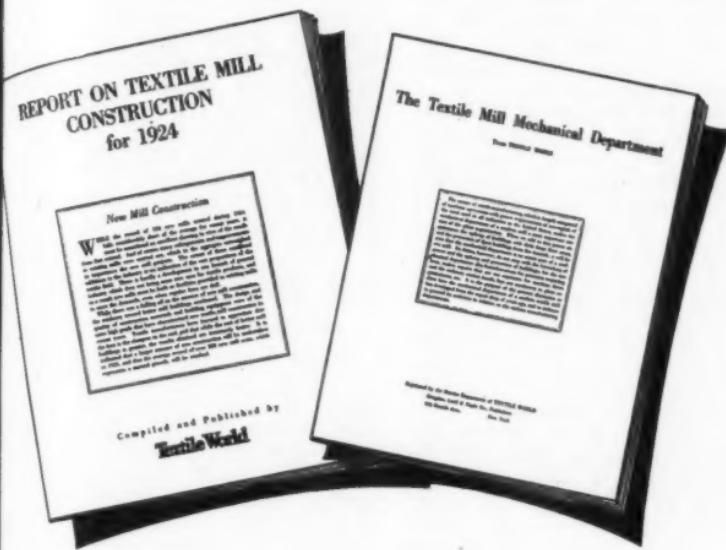
Power requirements, building up-keep, machinery repairs—these are a few of the activities of the Mill Mechanical Department.

This booklet outlines the general work of the Mechanical Department. It was written for mill men but it may suggest a new outlet for your product.

BP

334

Minor Sales Outlets



*Sent on Request
No Obligation, of course*

Textile World

Largest net paid circulation in the textile field

Audit Bureau of
Circulations



Associated Business
Papers, Inc.

BRAGDON, LORD & NAGLE CO.
334 FOURTH AVENUE NEW YORK CITY

small manufacturer sufficient control of his business. After all, he is dependent on the energy and efficiency of distributors over whom he has no control. My line or the line of any small manufacturer is only a trifling part of the stock of a jobber or retailer. We could not justly expect these distributors to devote much of their time and energies to the sale of our goods. This being the case, the small fellow must trust to luck and be thankful for any crumbs of co-operation distributors may throw to him.

Feeling this way about it, I was anxious to try a system of distribution that would make me more independent of the usual distributing agencies and that would enable me to get my business closer to the consumer. That is what I had really been striving for right along ever since that day I sold my peaches for \$10 a ton.

So I decided to sell to the consumer by mail. I thought there was not any more direct route to the ultimate user than that. This dismal chapter in my search for the best marketing plan can be quickly told. It failed. In attempting to build up a mail-order business, I followed the usual plan. I sent out price lists, letters and other attractive direct advertising to selected lists. But few orders came back—at least not enough to make the business pay. I quoted most alluring prices, too. In fact, that may have been what was wrong with the plan. Perhaps the proposition seemed too good to be true. Some of my Pasadena prospects asked me what was wrong with the goods.

Anyway, a taste of the mail-order plan was enough. I am not criticizing the mail-order business for certain lines of merchandise, and it may be all right for anyone who has the time and patience and capital to stick to it. My short experience in the business convinces me that it is a thing of slow growth. A profitable mail-order business cannot be built over night. Since this was apparently true, I saw that I had made another false start. The exigencies of my personal situa-

tion demanded a business where quicker results could be achieved.

For several years I had been watching the remarkable success of the Fuller Brush Company in selling through salesmen direct to the home. I was impressed with the fact that in 1921, when most business selling through conventional channels were hard hit, Fuller increased his business about 100 per cent. After considerable investigation I determined to follow the Fuller plan in selling Braden's California products. My determination became all the stronger when I learned that another California packer who had been successfully using the Fuller plan for several years, realized his normal profit in 1921 when most other houses in his line lost heavily. Any preserver or canner who made money during 1921 had a good selling plan.

FULLER BRUSH PLAN ADOPTED

Hence, Braden's California Products, Inc., was launched. We pack or have packed for us a considerable line of canned fruits and vegetables, preserves, pickles, etc. We handle only the fancy grades and all goods are sold on a money back guarantee of satisfaction. In canned peaches, for instance, there are five grades recognized in the trade. The fancy grade is the best. For three years we have sold through salesmen calling at the homes of our customers. I have gone far enough with this plan to know that at last I am on the right track. So far, we have met with unvarying success in selling direct to the home and this despite the fact that since we started we were in the throes of building an organization and of creating a system to care for our rapidly growing business.

For the last two years our men have started to sell in the spring and have continued to sell until the pack was ready for delivery in the fall. They call on housekeepers, show their samples and obtain as large orders as they are able. They obtain a down payment of 20 per cent. The remainder is paid on the delivery of the goods in the fall. The orders

from all over the country are sent to Pasadena and shipment made in pool cars, consisting of about 500 orders to convenient centres, such as Philadelphia. From these centres delivery is made by a local delivering company or the American Express Company to the individual purchasers.

Some figures from our business last year may be of interest. Our average order was for \$26.30. Our largest order was for \$667.50. Our salesmen, taking them as a whole, averaged a sale on 50 per cent of their interviews. A few of our higher grade representatives turned 80 per cent of their demonstrations into orders. When the salesman does not gain admittance to the home or gets no chance to show his goods, we do not term it an interview or demonstration.

The worst difficulty our representatives encounter is in getting an interview. Once they gain admittance, they are able to sell a surprisingly high percentage of their calls. I think the attractiveness of our samples is responsible for the unusually high average of orders per call. A normal person cannot resist the appeal of a demonstration of deliciously appearing food. In saying this, I do not wish to take credit from our men. We are aiming to build an organization of well-trained, well-bred gentlemen who will always reflect the courteous, deferential attitude which the company tries to take in its relations with customers.

PROFIT BY FULLER EXPERIENCES

We are attempting to overcome the trouble of getting interviews in various ways. Here again we are profiting from the Fuller experience. Our representatives are now sending a card to their prospects a few days in advance of their visits. This card is in facsimile handwriting and bears my signature. The card briefly tells the prospect to look for the Braden button, which every salesman has to wear. By the way, we charge our representatives \$5 for this button. The money, of course, is given back to the man,

if he returns the button should he be leaving our employ. We take this precaution so as to keep the buttons from falling into the hands of anyone other than our authorized representatives. These buttons help to identify our salesmen with the Braden organization and are a valuable means of introducing them officially.

But probably the most important step we have taken to gain acceptance for our representatives is an advertising campaign which has just been started in one of the women's magazines. Mr. Fuller told me that running his first advertisement was the best thing he ever did for the development of his business. After he started to advertise it became much easier to get salesmen and for Fuller salesmen to see their prospects. I believe our first advertisement is the same size as Fuller's first effort. Fuller developed as an advertiser just as he did in every other respect. For several years his annual appropriation has been running around \$500,000. How big an advertiser Braden's California Products, Inc., will become remains to be seen. Our first effort is frankly experimental. I have no doubt that it will turn out satisfactorily and that advertising will become a permanent part of our selling program. We use a round-robin selling stunt. Practically all of our customers give us the names of friends on whom they would like our representatives to call.

Heretofore one of the weaknesses in our plan was that our men could sell only from March to about November. The pack would be sold out about that time and then there would not be anything for the men to do until the next March. It may be surmised that any ambitious man would not be content to remain idle that long. From now on we are going to provide year-round employment for our representatives. They will be engaged in booking advance orders from March until well along in the fall. From then until the following March they will be given an opportunity to sell from stock, which hereafter we



Advertising Well Directed

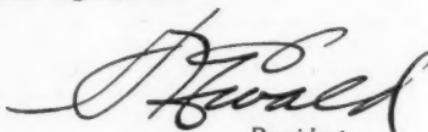
THE career of the Campbell-Ewald Company has been one of constant development. Its aggressive service in the interests of its clients has helped them grow, and it has grown with them. Its important contributions to advertising success have thoroughly established it as a powerful national factor.

Today the facilities of the Campbell-Ewald Company are again greatly increased, and its capacity to serve is still further magnified and broadened, by a notable expansion of its Eastern organization.

Three men of wide experience and known ability—Norman Craig, Alfred K. Higgins and H. Ledyard Towle—have come into our Eastern Department. They, with J. Kingsley Gould and other members of our Eastern staff, will form a New York advertising agency organization that is complete in every particular, with all facilities for rendering valuable service in every phase of advertising and marketing.

To further aid this purpose, the Eastern office of the Campbell-Ewald Company is, on February 18th, occupying the entire twenty-third floor of the Johns-Manville Building on Madison Avenue at 41st Street, New York City—a position of easy access from Grand Central Station, Pennsylvania Station and the New York subway lines.

The personnel of the new Eastern organization is eager and able to carry the Campbell-Ewald ideals of service to Eastern advertisers, and we are backing them with all the resources of our national organization.


President

CAMPBELL-EWALD COMPANY

Detroit New York Chicago Toronto
Los Angeles San Francisco



Our
twin
Build
Street
lines



Centrally Located

Our Eastern offices occupy the entire twenty-third floor of the Johns-Manville Building on Madison Avenue at 41st Street—conveniently reached by all lines of travel to and in New York City.

Norman Craig

who now becomes Eastern Manager for Campbell-Ewald, has enjoyed a successful advertising and sales experience covering fifteen years. He has served, in executive capacities, Armour & Company, Fuller & Smith and the Aluminum Castings Company. He organized, and is still a director of, the Light Alloys Company of Painesville, Ohio. Most recently he has been Vice President of Frank Seaman, Inc.

Alfred K. Higgins

the new Manager of Eastern Service for the Campbell-Ewald Company, has for fourteen years held positions of responsibility with Calkins & Holden, Martin V. Keiley Co., N. W. Ayer & Son, the United States Advertising Corporation, and Frank Seaman, Inc.

H. Ledyard Towle

brings to his new position as Eastern Art Director of the Campbell-Ewald Company a long and intimate association with fine art. He was an art instructor at Columbia University, and with the New York City and Newark, N. J., Boards of Education. He has been an executive of the H. K. McCann Company and Frank Seaman, Inc. His works hang in the permanent collection of the Museum of Fine Arts at San Francisco and the National Gallery at Washington.

Kingley Gould

will continue to serve Eastern clients of the Campbell-Ewald Company as he has been doing so successfully for the past four and a half years. Mr. Gould's experience was obtained with the Detroit office of this company; with the Ford Motor Company of Canada, Ltd., and with Henry Ford & Son.

will carry during the winter months in our branch offices.

Our plan from the first has been to build up our territories adjacent to our branch offices. We are working on a basis of one representative to each 50,000 of population.

Naturally, I am enthusiastic about the progress we have made in direct selling. I realize that a business which has been in existence for such a short time as ours is not justified in making many high-sounding claims. That, however, is not the purpose of this article. I have been merely trying to sketch my experiences with the idea of showing how we finally arrived at our present plan of marketing. It was through a process of elimination. I hold no brief for house-to-house selling as opposed to any other system of distribution. All I know is that for our business the direct plan seems to work out best. I am aware that in certain quarters the house-to-house plan is meeting with considerable opposition. This does not worry me. There will always be a number of systems of distribution in operation in this country. These systems need not necessarily be competitive. They supplement more than they compete. No one system can monopolize distribution. As soon as any particular system ceases to render an economic service it will be eliminated by rival systems that are rendering better service.

Also there will always be new systems of distribution springing up. If the cost of distribution is ever to show a decline, these new systems must be given a fair trial.

Joins Bridgeport Motor Truck Corporation

G. W. Arnold has been appointed assistant general manager of the Bridgeport Motor Truck Corporation, Stratford, Conn. He was formerly an advertising representative of the *Class Journal Company*, New York.

J. F. Downey Joins Furniture Mart

John F. Downey, formerly with the *Poster Advertising Company*, New York, has been appointed publicity director of the *Furniture Mart*, Chicago.

F. N. Merriam, Jr., Joins Campbell-Moss-Johnson

F. N. Merriam, Jr., until recently with the research department of the *J. Walter Thompson Company*, has joined the merchandising staff of *Campbell-Moss-Johnson, Inc.*, New York advertising agency.

Joins Ortleb Ink Agitator Company

Bernard J. Groll, for seventeen years with the *National Telephone Directory Company*, St. Louis, as manager, has joined the *Ortleb Ink Agitator Company, Inc.*, also of that city, as secretary and sales manager.

New Account for Ronalds Agency

Geo. W. Reed & Company Limited, manufacturers of sheet metal products, Montreal, have appointed the *Ronalds Advertising Agency Limited*, also of that city, to direct an advertising campaign in business papers.

Leaves Westcott Motor Car Company

E. H. Gilcrest, formerly general sales manager of the *Westcott Motor Car Company*, Springfield, Ohio, has been appointed general manager of the *Wardman Motor Car Company*, Washington, D. C., distributor.

Advanced by Geo. H. Bowman Company

Neely Powers, formerly sales promotion manager of the wholesale and factory division of *The Geo. H. Bowman Company*, Cleveland, Ohio, has been elected vice-president and a director.

E. H. Townsend with Textileather Company

E. H. Townsend, recently with the *Hamilton-Wade Company*, Brockton, Mass., has been appointed sales manager of the *Textileather Company*, New York.

Cuples Company Account with Gardner Agency

The *Cuples Company*, St. Louis, rubber goods and woodenware, has appointed the *Gardner Advertising Co. Inc.*, St. Louis advertising agency, to direct its advertising.

Large Gain in Texas Company Earnings

The *Texas Company*, New York, Texaco oil and gasoline, reports net earnings of \$50,548,568 after expenses, etc. This compares with \$30,875,791 in 1923 and represents a gain of \$19,672,777.

*The largest circulation
of any 35 Cent fashion
magazine in America*

—also the largest
NEWSSTAND CIRCULATION
of any 35-cent fashion maga-
zine—a record unparalleled
—97,096 NEWSSTAND SALES
out of a total of 166,497 on
the October 1924 issue of

FASHIONABLE DRESS
The Magazine for Milady

Boston
DORR & CORBETT

Advertising Mgr.
J. M. SHAPIRO

Chicago
BURTON R. FREER, Ltd.

Member Audit Bureau of Circulations

If it's AD COMPOSITION



*Send it to
one of the
A·T·A·*

*Members, New York
Employing Printers'
Association*

To MAKE the Advertising
Page *safe for Typography*
is Our Job. When you say
"shoot," you don't scare us
one little bit.

Membership

AD SERVICE COMPANY

Lackawanna 8577

**ADVERTISING AGENCIES'
SERVICE COMPANY**

Lackawanna 9040

THE ADVERTYPE CO., INC.

Longacre 6376

**E. M. DIAMANT TYPO-
GRAPHIC SERVICE**

Caledonia 6741

FROST BROTHERS

Chickering 2665

DAVID GILDEA & CO., INC.

Rector 6676

MONTAGUE LEE COMPANY

Lackawanna 8834

**FREDERIC NELSON PHILLIPS,
INC.**

Lexington 8250

SUPREME AD SERVICE

Pennsylvania 4705

TRI-ARTS PRESS, INC.

Caledonia 1987

**TYPOGRAPHIC SERVICE CO.
OF N.Y., INC.**

Bryant 4483

THE WOODROW PRESS, INC.

Circle 6383

NEW YORK GROUP OF
Advertising Typographers of America
461 Eighth Avenue, New York



Eight Industries Tell What Simplification Has Achieved

Information from Hundreds of Manufacturers Covered in a Recent Department of Commerce Survey

*Washington Bureau
of Printers' Ink*

BECAUSE at least a part of the saving due to simplification is being invested in paid advertising space, the subject has a direct relation to the development of advertising. The national movement is gathering momentum and has already shown a tendency to encourage advertising as a necessary factor in the more intense merchandising which simplification brings about, and for which the economy of simplification is supposed to furnish the ready money. For this reason there has been a growing demand for accurate information as to the results produced in dollars and cents.

Until quite recently, practically all of the reports of savings were merely theoretical estimates, and there are still many favorable statements which cannot be substantiated. It has been said that the lumber industry saved approximately \$200,000,000 last year through simplifications and standardization; but it has not been possible to establish any reliable authority for the accuracy of the figure, although the saving was undoubtedly very large. Similar claims have been made for various industries, and speculation and guesswork were the rule until the Department of Commerce, last year, undertook a factual survey of the results of simplification in industry.

This survey was conducted by the Division of Simplified Practice, and was limited to only eight of the industries which have adopted simplification programs. Now a great deal of information and many of the facts collected have been tabulated and evaluated, and while the conclusions from the data are somewhat disappointing they throw the first authoritative light on the partially obscured subject of simplification results.

Undoubtedly, one of the most important phases of this survey is its unmistakable indication that a more comprehensive investigation is necessary. It also shows that the development of an adequate method of establishing results is essential. In many industries the savings are indirect. For instance, in the brick industry the benefits have been apparently nominal to the manufacturers; but the simplification of the industry is resulting in enormous savings to distributors, contractors and others. And, at the present time, there does not appear to be any established method for tracing through the savings and determining their value.

In any survey of a practice as new as that of simplification, estimates, of course, must play an important part; but those estimates resulting from this survey are authoritative and are based on known facts. Perhaps the most interesting estimate received was from Walter C. Carroll, vice-president of the Inland Steel Company, of Chicago, who was one of the leaders, last year, in the movement to reduce the variety of sheet steel sizes.

SHEET STEEL SAVINGS

According to his report, Mr. Carroll estimates that the simplification of sheet steel, the third of eleven principal products of the steel group, assures a saving of more than \$2,500,000 annually to the industry. Thirty-five manufacturing companies, operating 686 mills, are affected, and the annual production involved is 5,000,000 tons.

Several reports from individual manufacturers in different industries are interesting because they mention unexpected savings. Typical of these, one manufacturer wrote that, at the time the simplification program was adopted

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by his industry, his company was preparing to build a factory addition. The contract cost of this improvement was to be \$50,000, and the company had prepared to invest \$30,000 more in additional machinery and equipment; but simplification made these expenditures unnecessary. The old factory and equipment were found to be adequate to produce an increased volume of the simplified line, with a still larger volume possible, and so the manufacturer reported \$80,000 as the first item saved during the first year of simplification, with several additional estimated items to follow.

ECONOMIES IN PAVING BRICK

In the paving brick industry, while the report shows that benefits expressed in dollars and cents are difficult to determine at this time, several decidedly important savings are strongly indicated. One distinct saving is the reduced production of culs, bats and off grades, there being shown a reduction from 20 to 10 per cent by one large company, and 20 to 14 per cent by another. A third has reached a remarkably high degree of efficiency with only 4 per cent.

In answer to an inquiry as to the saving in fuel, labor and other costs, due to simplification, the replies ranged from "no saving" reported by one company to \$10,000 a year by another. Regarding these items, the report further states: "On the assumption of the cost of fuel, labor, etc., having been the same prior to elimination as it is now, the average cost per one thousand paving brick due to elimination of varieties was reduced 5 and 15 per cent by two companies reporting."

Large savings were also indicated in the saving of storage space by manufacturers of brick, distributors and others, through eliminating delays in filling orders, improved manufacture, and the simplification of selling and office methods.

In the metal bed industry, simplification reduced the variety of sizes from seventy-eight to only

one length and four widths, with springs and mattresses to conform. And in summarizing the information secured from the members of his association, George W. Powers, of the Union Bed and Spring Company, reported as follows:

"The net result of the standardization in the bed spring industry has been the economy effected by so standardizing the width and length of metal beds and wood beds as to make it possible to use the same size spring upon a metal bed and inside a wood bed. This standardization has cut down the number of sizes formerly carried in stock by manufacturers and dealers 40 per cent, with a resulting saving in material, manufacture and in floor space occupied."

R. D. T. Hollowell, secretary of the American Face Brick Association reported that the adoption of a common size for all plants can be calculated in some savings in raw materials, power, drying, burning, rehandling, freight, kiln turnover, and other more or less important items. His association has made several casual surveys since a simplification program was adopted, and found last year that the standard size was being adhered to by approximately 95 per cent of the industry. He evidently found it impossible to reduce the items saved to accurate figures; but by quoting from a letter from a large manufacturer he establishes certain facts which indicate a large saving for the entire industry. The writer of this letter operates three plants, and says:

"Suppose we started to make another size. In all probability we would have to carry a million more brick in stock as a minimum for each plant. In fact, a million is a small estimate. For three plants it would mean an investment of not less than \$50,000 in finished brick, which at 6 per cent would cost \$3,000 a year interest. Add the investment in stock sheds made necessary, additional dies, etc., and, more than all, the interference with production. There is no question in our minds that

FACTORY
THE MAGAZINE OF MANAGEMENT

Presents—

Volume 1
Number 1

10 Cents a Copy
\$1.00 a Year

MAY - 1925

**Selling New Uses
for Industrial Equipment**

57 Salesmen Tell How New Applications Landed Bigger Orders

**Will More Lines Make More Profits
for Mill Supply Dealers?**

News of Products and Personnel in Industrial Selling

—for the
Mill Supply
House,
Manager,
Buyer, Sales-
man.

—for the
Manufac-
turers'
Agents.

**The Direct Road
to Industrial Distributors**

Complete Coverage—Unequaled Economy

An Unparalleled Reception In Its First Three Weeks

Just three weeks ago **FACTORY**, the Magazine of Management, announced this new companion publication: **INDUSTRIAL MERCHANDISING**.

For **FACTORY**, from years of close contact with the industrial field, knew the difficulties, the obstacles which manufacturers faced in maintaining contacts with distributors in this field.

Yet in these three weeks, since announcing this new service—a magazine of and for the industrial distributors—the overwhelming response from mill supply house executives and their salesmen, from manufacturers' agents, and from advertisers themselves has far exceeded even the expectations of the publishers.

Letters and phone calls have poured in. "Make sure we receive the very first copy," they say. Unsolicited subscription orders prove the enthusiastic interest of dealers and agents in this magazine dealing with their actual "merchandising" problems.

Before contract blanks could be prepared, advertisers had ordered space. They realize the selling force of this direct contact with these distributors. And the Shaw record of twenty-five years of successful publishing guarantees its effectiveness.

So today, a month before publication date, **INDUSTRIAL MERCHANDISING** has already proved its place as an essential part of any complete industrial selling program.

First Issue, May, 1925 Make Space Reservations Now

April 15 the final forms of this first issue will close. And this first issue is already guaranteed an exceptional interest from the whole field of industrial distributors. See to it that your advertising begins with May—wire your space reservation now.

**Industrial
Merchandising**

Cass, Huron and Erie Streets, Chicago — 342 Madison Avenue, New York

A. W. SHAW COMPANY

Publishers of

FACTORY, the Magazine of Management
The Harvard Business Review
Business Books

SYSTEM, the Magazine of Business
The Journal of Land & Public Utility
Economics

the addition of another size would mean an increase of between \$5,000 and \$10,000 a year to our costs, and that the last figure is nearer right."

In the woven wire fence industry, the Division of Simplified Practice found that the over-production and the deplorable condition of the industry, prior as well as subsequent to the adoption of the simplified practice recommendation, were handicaps to the survey. However, one large steel company made this encouraging report:

"Prices on woven wire fence to the trade have been reduced approximately \$5 per ton to our customers. This represents a reduction of about 8 per cent. Other significant savings we have made enable us to carry larger stocks of standard styles, produce a greater tonnage of styles which are more salable, greater storage facilities, reduce cost of production due to elimination of certain styles, decrease cost per unit of product due to saving through fewer machine changes, simplified general sales department, and enabled our customers to get bright, clean stock at all times as the turnover is greater."

In the hollow building tile industry, simplification has been advocated and urged by the association of manufacturers for a number of years, and the Division of Simplified Practice, to a large extent, has taken up and carried on the work started by the association. The survey showed that savings are largely due to increased output, and states:

"Reports received from approximately twenty plants show a gain in output through simplification of from 10 to 20 per cent. One factory increased its output from 25,000 to 33,000 tons. Another manufacturer with six plants has solved the problem in a little different way, although the results are about the same. He has confined the production of each plant to a very few sizes, and thus, over a period of four years, has been able to increase his output approximately 25 per cent."

These individual experiences have been repeated many times within every industry that has adopted a simplification program. The indications of the survey are encouraging, although the report is lacking in definite statements of money saved. Only a comparatively small part of the report is here discussed and that division has understated rather than overestimated the results. An outstanding fact is that practically every one of the hundreds of manufacturers in eight industries, who answered the division's questionnaire, enthusiastically acknowledged that they had been able to save expenses through simplification, though they were indefinite as to the amounts saved in many instances. This almost unanimous acknowledgment it would appear, points to the opportunity and the need for advertising and merchandising plans that will secure a larger volume on the fewer items of simplified lines.

Phillips-Jones Marketing "Philtex" Line

The Phillips-Jones Corporation, New York, makers of Van Heusen collars, is placing a new line of soft collars on the market known as the Philtex. Following the litigation which involved the validity of the patents under which the Van Heusen collar has been manufactured, the company informs the trade, nine collar manufacturers representing the bulk of collar production in this country, have been licensed by the Phillips-Jones Corporation to continue making two-piece banded, semi-soft collars.

Larger Campaign Planned on Bathing Suits

The Columbia Knitting Company, Portland, Oreg., maker of Columbiaknit bathing suits, plans to extend its advertising campaign to cities on the Pacific Coast this summer. This advertising will be directed by the Brunn Advertising Service, Portland.

H. V. Kennington Joins Albert Frank

Howard V. Kennington has joined the Chicago office of Albert Frank & Company, advertising agency, as manager of its production department. He has been with the *Chicago Herald and Examiner* for the last ten years.

Enter the Homes of 38,054 Well Paid Workers

in **PAWTUCKET, R. I.**

and immediate suburbs
North of Providence
—Population 140,000—

with

The Pawtucket Times

Practically All Home Delivered

Net paid
Circulation **27,430** During
February, 1925

*Providence as well as Pawtucket
Merchants know that there is only
THIS ONE WAY to reach these
homes in Northern Rhode Island*

National Representatives

Gilman, Nicoll & Ruthman

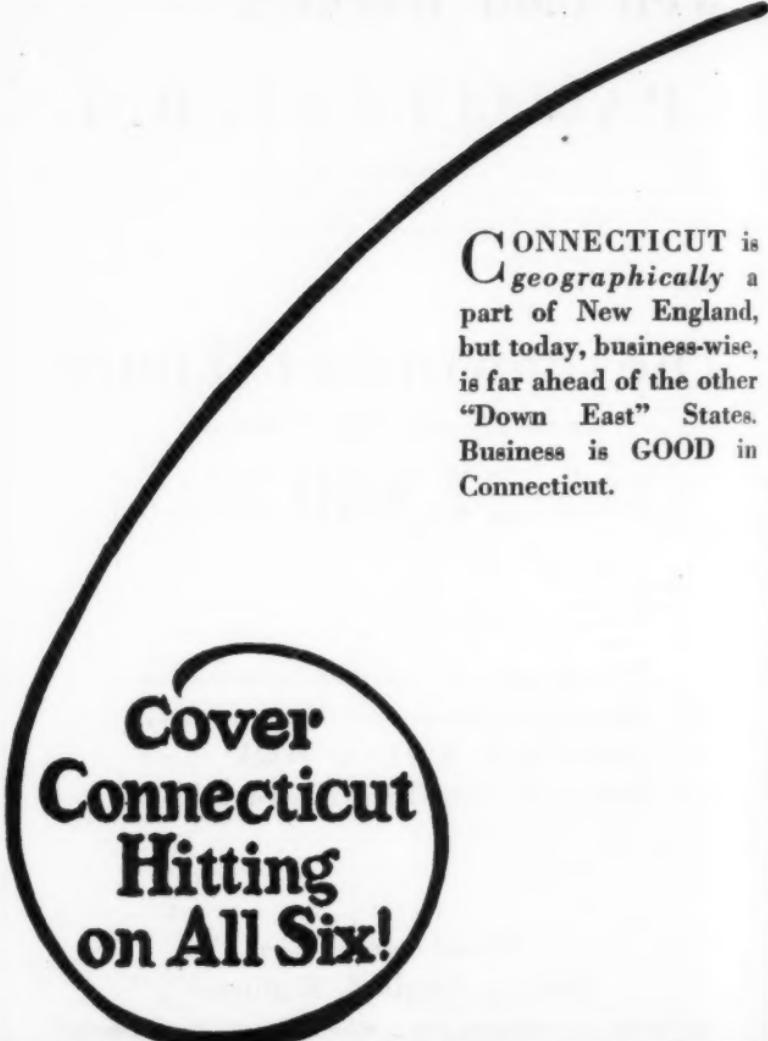
New York

Boston

Chicago

San Francisco

PROOF



CONNECTICUT is geographically a part of New England, but today, business-wise, is far ahead of the other "Down East" States. Business is GOOD in Connecticut.



**Cover
Connecticut
Hitting
on All Six!**

POSITIVE!

Here is one pure, unadulterated fact:

There are more income tax payers in Connecticut than auto owners,— which is true of no other State.

This means:

Not only that Connecticut people have greater wealth per capita, but that today they have the money available to spend.

Business is GOOD in Connecticut—are YOU getting your share?

The

CONNECTICUT
SIX-STAR
COMBINATION
BLANKETS THE STATE



HARTFORD COURANT
BRIDGEPORT POST & TELEGRAM
NEW HAVEN JOURNAL-COURIER
WATERBURY REPUBLICAN AND AMERICAN
MERIDEN RECORD
NEW LONDON DAY

PUT IT UP TO US! Don't enter a market in the dark. Ask us for proof of Connecticut's opportunities today. No obligation.

GILMAN, NICOLL & RUTHMAN, Representatives

19 West 44th St.
New York

73 Tremont St.
Boston

410 No. Michigan Ave.
Chicago

507 Montgomery St.
San Francisco

A New Talking Point Even for Salad Dressing

Manufacturer of Easton's Mayonnaise Discovers That the Product Has an Indirect Health Appeal in the Spring, When People Crave Green Vegetables to Eat.

As many a woman has often pointed out to her husband, he expects her to be at one and the same time a business woman, an excellent housekeeper, a vampire, a baby nurse and a companion, combined with several other jobs—and at the same time to keep her schoolgirl complexion.

Which of these various and diverse personalities is the manufacturer of a food product going to address? He can talk to the housekeeper in terms of economy; he can address the baby nurse in terms of health-building food values, or he can make his appeal to that side of a woman's brain which thinks about her looks and her attractiveness.

Gilbert J. Easton, Inc., of Newark, N. J., maker of Easton's Mayonnaise, has recently made a shift in its advertising copy angle, to fit both the season and the modern vogue. Many food manufacturers have discovered that in the spring human beings have a craving for green things. Careful observers of womankind have noticed that in the last few years the boyish figure as well as the boyish bob have become the vogue.

With these two facts in mind, Easton has just started a newspaper campaign which talks of mayonnaise in terms of better complexions and less waist-line. In order to tie up with these two popular demands, this manufacturer brings in his mayonnaise by way of the green foods so popular in the spring of the year, with which mayonnaise has long had a close affinity. Says the copy:

Complexions are made at the dining table. Eat more of the green foods that Easton's Mayonnaise makes delicious.

Take care of your skin beneath the surface. Your own doctor will tell you most people eat too little of the fresh green foods and salads so urgently needed to keep skin and body in perfect condition. And the place to start improving your complexion is at the dining table.

Complexions



-are made at the Dining Table

Take care of your skin beneath the surface! Eat more of the green foods that Easton's Mayonnaise makes delicious! To keep your complexion clear and your figure perfect—this is the time of the year to eat salads twice a day.

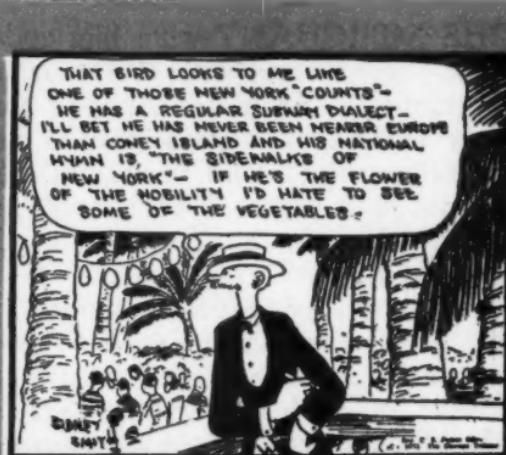
With all Salads and
Cold Meats!
EASTON'S!
Irresistible!



SPRING VOGUE IN MAYONNAISE
COPY

result from more green foods and less fat-building foods.

In addition to the newspaper copy which is now running in New York, New Jersey cities, Philadelphia, Washington, Baltimore and other Eastern cities, booklets and other dealer helps are being distributed. A poster painted by Howard Chandler Christy will also be displayed in the same territory during the run of the copy.



TELL IT TO SWEENEY! —serious thinker

A CERTAIN merchant of this town broke out into print a while ago with some unusual advertising. He called attention to the fact that like every tradesman, he liked to show his best and highest priced stock in his windows—but had lower priced goods inside he liked to sell as well. The baker, he said, fills his window with cake, but makes his living by selling bread. This business, he reminded, has been built on small sales, and small customers were still welcome. And to give point to such utterances, he closed them with exclamatory captions about suits and overcoats at \$35.

One of our men, who has nursed a few men's wear accounts to new business health in the columns of *The News*, read these unusual advertisements. Here, he thought, is a man who is cultivating the Sweeneys—whose advertising would make more customers in *The News*.



THE MERCHANT gave him audience and his story reception, courteous, cool, and non-committal. At last he leaved through an issue of The News, stopped opposite the editorial page, and frowned. That, he said, is what I don't like about your paper. I want my advertising to reach serious thinkers, and not the type of people who read that stuff.

"That stuff" was the Gump strip. Andy Gump, it is unnecessary to tell anybody in the advertising business, is the caricatural character, synthetic of all human weaknesses and wise cracks, who dominates the best known comic strip in the world.

Andy is circulated in about six million copies of more than two hundred daily newspapers. It is known among publishers as a sure fire feature. It brings the highest prices ever paid for such a feature, and earns its creator, Sidney Smith, a guaranteed minimum (by contract) of a hundred thousand dollars a year. It has never had a failure—never failed to gain and hold circulation, to make interest and friends. Every publisher who buys it knows that on any blue news Monday when the world and his copy desk are as devoid of excitement and cheer as an empty slab in the city morgue—that Andrew Gump, Esq. will give the reader his money's worth, will furnish a reason for conning static pages of routine news and advertisements.

For any advertiser to disregard this feature is folly; and to disregard the people who read it is (*harsh word*) snobbery.

* * * *

ANCIENT GREECE was perhaps the best known hangout for assorted all around serious thinkers. The Greeks hung up new records for philosophy, politics, painting, feasting and fighting; for jurisprudence, ethics, running, democracy, doubting, drama, music, sculpture, speech,

making, scoffing, civic conduct and bathing. They advanced every known form of art but one—dress.

Sartorially, they were a total loss.

Socrates, one of their most eminent serious thinkers, spent his whole life in the equivalent of a sheet. Diogenes lived in a barrel, but didn't even wear one. The whole of Greece didn't mean as much to the clothing industry as the Ku Klux Klan. And today, what serious thinker that you know will give a whoop about thirty-five dollar suits and overcoats—if he isn't too discouraged to think of clothes at all?

* * * *

THE ONLY "serious thinkers" who count for anything to any advertiser are those who take your advertising seriously—who take a serious interest in your business, your merchandise, your promises—who think seriously of their own comfort and conveniences and savings and general advancement.

Tell It To Sweeney—serious thinker—the average man and the average family of New York. Tell It to Sweeney who is not too preoccupied or too blasé or too prosperous not to want and be interested in most everything, including what you have to offer. And tell it to Sweeney in The News. The largest daily circulation in America now exceeds 800,000; reaches a majority of every type of consumer in every part of New York City; has highest attention value because of its small page; and costs far less than any other medium. Get the facts.

*This is Number Twenty-two of the Sweeney Series.
If you haven't read the others, write for them.*



THE NEWS

New York's Picture Newspaper

25 Park Place, New York
7 S. Dearborn St., Chicago



The Rike-Kumler Co. A Department Store Typical of Dayton, Ohio

People from all parts of the world go to the Rike-Kumler Store in Dayton, Ohio, to study the advanced merchandising methods of this great institution. The Rike-Kumler Company is one of five large department stores found here.

Dayton is now classed as one of the great cities of our nation. It is well known as a manufacturing and jobbing center.

To the national advertiser, Dayton represents a great retail buying center. It meets every demand to merchandise a product of any kind. Its great retail stores, prosperous industries, and progressive jobbing houses, are the necessary factors for marketing and selling.

**94% of
DAYTON'S POPULATION
ARE SUBSCRIBERS TO THE
DAYTON DAILY NEWS
DAILY AND SUNDAY**

Member of the News League of Ohio
Dayton Daily News Canton Daily News Springfield Daily News
Three Papers Sold in Combination

Sales Executives to Discuss Field Sales Organization

THE sales executives' division of the American Management Association will hold a field sales organization conference at the Boston Chamber of Commerce on April 7 and 8.

Following the opening remarks by C. K. Woodbridge, president of the Dictaphone Corporation, who is vice-president in charge of the association's sales executives' division, a preliminary report on an investigation of the subject of the conference, "Field Sales Organization," will be made by Theodore Sander, Jr., of the Graduate School of Business Administration, Harvard University.

Two cases will be presented at the morning session: the Burroughs Adding Machine Company, by C. P. Staubach, agency manager, and the Hickey Freeman Company, by Harvey Morris, advertising manager and assistant sales manager. Discussion of these cases, later presented, will follow a definite procedure which, summarized, will be as follows: present organization, stages of development, operating policies and methods, control, problems met, and results secured.

Edward S. Jordan, president of the Jordan Motor Car Company, will address a luncheon held in co-operation with the Boston Chamber of Commerce.

Cyrus W. Barnes, general sales manager of Charles H. Tenney & Company, and president of the Boston Sales Managers' Club, will preside at the second session at which the following cases will be presented: Fuller Brush Company, by F. S. Beveridge, vice-president and sales director; Dennison Manufacturing Company, by G. V. S. Carroll, general sales manager, and Bussmann Manufacturing Company, by Martin Wolf, sales manager.

At the third session on the morning of the second day, F. H. Dickinson, director of sales and advertising of the Tidewater Oil Sales Corporation, and president

of the New York Sales Managers' Club, will preside, and the following cases will be presented: American Radiator Company, by R. B. Flershem, vice-president and general manager of sales; Sterling Range & Furnace Corporation, by Philip Will, vice-president and sales manager, and The Hoover Company, by Fowler Manning, director of sales.

Henry S. Dennison, president of the Dennison Manufacturing Company, will preside at the final session. Cases presented will include: Phoenix Mutual Life Insurance Company, by Winslow Russell, vice-president; Knox Hat Company, by R. C. Montgomery, vice-president; Goodyear Tire & Rubber Company, G. S. Earsman, manager of sales personnel, and H. R. Mallinson Company, by H. R. Mallinson.

How Seattle Appropriation Will Be Spent

The major portion of an \$82,000 appropriation for the community advertising campaign being financed by the Seattle Chamber of Commerce will be expended on newspaper and magazine space. The newspaper advertising will be concentrated in the Middle West. The balance of the appropriation will be devoted to literature and the maintenance of tourist information bureaus in Seattle. The campaign will be directed by the Izzard Company, Seattle advertising agency.

New Account for Vincent & Vincent

Vincent & Vincent, Portland, Oreg. advertising agency, has been appointed to direct the advertising of the Sweet Sixteen chain of women's retail stores in the Pacific Northwest.

An advertising campaign covering Oregon, Washington, Idaho and Montana also will soon be released on Cameo Pattern hats for women, by Lowengart & Company, Portland. This campaign will be directed by Vincent & Vincent.

Becomes "Implement & Hard- ware Trade Journal"

The name of the *Implement and Tractor Trade Journal*, Kansas City, Mo., will be changed to the *Implement & Hardware Trade Journal*, effective with its April 4 issue.

R. H. Diebler has been appointed Eastern manager with headquarters at Cleveland. For the last four years he was with the Cleveland office of the Thos. Cusack Company.

Over 3,000,000 Children On COMFORT Farms

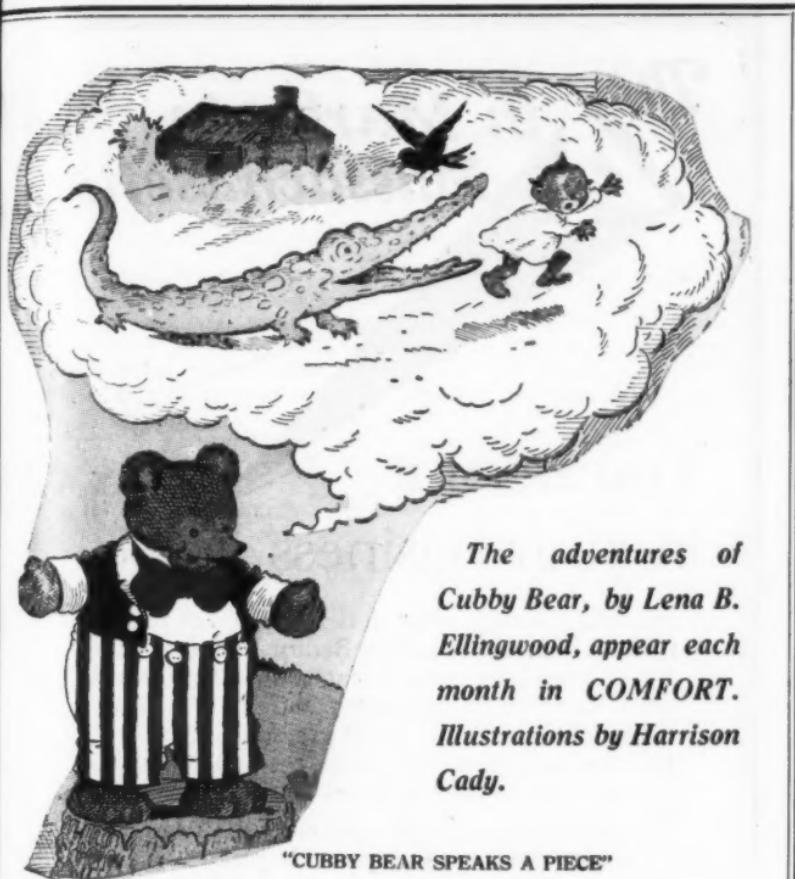
What a Market!

Tooth brushes	Playthings
Musical instruments	
Clothes	Food products



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NO.
163
WALTER



"CUBBY BEAR SPEAKS A PIECE"

Yes, and everything that city children have! Surely, *you* have something to sell to over three million COMFORT children?



W. H. GANNETT, Pub., Inc.,
Augusta, Maine

New York Office:
1637 Aeolian Hall
WALTER R. JENKINS, Rep.

Chicago Office:
1635 Marquette Bldg.
FRANK H. THOMAS, Rep.

The 4th Market in Massachusetts

You need it
in your business



Few cities its size offer as rich a market to the national advertiser as New Bedford, 4th largest of the big buying-centers in Massachusetts. Linked with its splendid industrial activity is a steady demand for national products, backed by real purchasing power. A more logical field for increased sales would be hard to find.

Yet New Bedford, with a population of 122,000, is an easy market to reach. One newspaper—the Standard Mercury—does it for less than it ordinarily costs to reach such a large buying-group. Morning and evening, the Standard Mercury will carry your message to the representative homes of New Bedford at a flat rate of 10 cents a line. Your advertisements can be beautifully reproduced in the Sunday Standard ARTGRAVURE Section for 20 cents a line.

The quickest way to know more about this 4th largest Massachusetts market, and how to get your share of its business, is to write to us or to our national representatives.

NEW BEDFORD STANDARD MERCURY

National Advertising Representatives
CHAS. H. EDDY COMPANY

BOSTON

NEW YORK

CHICAGO

Roundabout Advertising That Follows a Straight Line

Metal Lath Manufacturers, for Very Good Reasons, Adopt Better Plastering as Their Theme, Instead of Advertising Their Own Product

An Interview by D. H. Nichols with

Wharton Clay

Commissioner, Associated Metal Lath Manufacturers

NEXT week a new national advertiser makes its bow to the public—the National Council for Better Plastering.

To all appearances, intents and purposes, this advertising is being done by plastering contractors. Actually, the advertising is sponsored by the Associated Metal Lath Manufacturers.

Why did these manufacturers adopt this seemingly roundabout route? Why did they disguise their identity as they have done? Why did they put so much emphasis on plastering rather than on the product they manufacture?

The reasons are good ones.

To advertise metal lath—a manufactured product—would stimulate but little co-operation from trade groups that are factors in promoting its use. But, by advertising the idea of better plastering, the co-operation of some 54,000 individuals in the plastering trade is secured, in addition to the official endorsement of the association of plastering contractors and the lathers' and plasterers' unions. There is another reason that we will touch on a little later—the appeal to home buyers.

"Metal lath is not a product that is bought directly by the final purchaser," says Wharton Clay, commissioner of the Associated Metal Lath Manufacturers. "Plastering contractors, plasterers and lathers, influence the buyer in choosing materials for the interior finish of the home. We want to have their good-will.

"When we actually began to prepare a national advertising program for the association this year, we thought of the advertising in terms of metal lath. But, as our plans de-

veloped, and the necessity for having the trades receptive to home buyers' demands was brought more and more to our attention, we began to see many advantages in making this advertising represent and benefit the plastering contractors, the plasterers and the lathers, as much as it would us.

"There is another factor that influenced us. These trade groups would have some difficulty in carrying on a national advertising campaign to interest the buying public in plastered surfaces that are permanent. They have never done such a thing, nor do I know that they ever considered it. Yet, there is a real need for some such effort. So why not devote our metal lath advertising to better plastering, and do, for these groups, that which they cannot do for themselves? By so doing we accomplish our own objective, and further assure the aid of the trade factors.

AN EFFECTIVE DISGUISE

"To put ourselves further into the background, we conceived the idea of carrying on this advertising over the name of the National Council for Better Plastering. The enthusiastic co-operation that we are getting from the trade groups, as a result of this policy, is far greater than our fondest expectations.

"We talked over our plans with the president of the Contracting Plasterers International Association. We suggested that the association do certain things to promote better plastering and pointed out how they could take advantage of this advertising in many practical ways. Our suggestions to

them were very favorably received.

"A similar reception was accorded the better plastering campaign by the heads of the plasterers' and lathers' unions. They are bringing the campaign to the attention of every member."

As an indication of how the trade unions are co-operating, I quote from a letter by Ed. J. McGivern, general president of the Operative Plasterers and Cement Finishers International Association:

At last someone is doing that which we have been unable to do for ourselves—to bring to the attention of the home building public the fact that Better Plastering is the most important part of the home. It goes without saying that this campaign for Better Plastering will bring about a livelier appreciation of the work the plasterer does and its tremendous importance in determining the nature of the home.

I am sure that every one of our men will help individually and collectively.

Similarly, a letter from the Wood, Wire and Metal Lathers International Union, signed by William J. McSorley, general president, reads in part, as follows:

We approve of this campaign and will do everything possible to co-operate in making it a success. The broad-minded way in which you are making your appeal to the home buyer in emphasizing the importance of the plastering contract as a whole, rather than putting the emphasis on any one part of the contract, should certainly get the whole hearted support of every member of this organization.

The president of the Contracting Plasterers International Association is suggesting to all plastering contractors in this country

that whenever they bid on plastering in a home or dwelling of any kind, they submit an additional quotation for better plastering on metal lath in accordance with a standard specification which is being sent to them by mail. The Associated Metal Lath Manufacturers had planned to do something of this sort themselves but the contracting plasterers have taken the job out of their hands.

Here is how Mr. Clay explained the second reason which made the association feel it advisable to advertise better plastering rather than metal lath. "To a home owner or buyer," Mr. Clay said, "metal lath is one of those unfortunate products that is not seen in the finished interior. The plastering covers it completely. The plastered surfaces are what you see and what you are interested in. You haven't the slightest idea what is beneath them.

"If your plastering is on a steel base, it is reinforced and is better able to resist the forces that cause it to crack. Few people realize that the faults that

may be in the plastered surfaces are due, not to the plastering nor to poor workmanship, but to the base on which the plastering was done. There is also the fireproofing factor to be considered.

"In our copy to home owners we are emphasizing that plastering is the most important contract in building or buying a home. We remind them that the plastered surfaces represent 80 per cent of



Plastering Is the Most Important Part of Your Home

YOUR ceilings and walls represent 80% of the visible interior of your house. By their appearance the house is judged.

These plastered surfaces deserve more consideration than any other.

Permanence is demanded on that

ceiling. Safety from fire is essential.

Soundness from the plastering, even fire and the wooden studs and joists.

Cost is the fourth factor to

maximize repair and replacement cost.

Plastering is the fourth factor to

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The COUNTRY GENTLEMAN

is different from
every other
publication in
America. It is an
interesting weekly
edited especially
for people who live
in the country.
It is now bought by
more than
800,000 readers
who are attracted
by its unusual
editorial policy
—and the number is
constantly growing.

Every advertising or sales manager who is interested in reaching more than 800,000 Curtis-picked circulation should read an interview with Henry Ford by Samuel Crowther; "Buy Home Comforts—Not More Land" by Dr. H. C. Taylor of the U. S. Department of Agriculture; "The Surplus Myth" by Dean C. F. Curtiss of Iowa; and "The Cornstalk Brigade" by Harry D. Silver, Speaker of the Ohio State Legislature—all in the March 28th issue of *The Country Gentleman*.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

the visible interior of the home and urge that they insist on better plastering, with metal lath to reinforce and preserve.

"It might be thought that safety from fire would be the most effective means of causing metal lath to be used," concluded Mr. Clay. "You can dramatize fire—scare people into making their homes safe. But despite the loss of 7,500 lives in home fires each year it seems that everyone makes himself the exception to the law of averages.

"On the other hand, we have learned from experience that people will use metal lath more readily when they are told that it will minimize cracks, streaks and stains in the plastered surfaces. For this reason, in the advertising of the National Council for Better Plastering, we have made our fire-protection appeal subordinate to that of permanently plastered surfaces that retain their original beauty.

"As a trade-mark for the better plastering campaign we have devised the design shown in the reproduction of our first advertisement. The better plastering lettering is the most prominent display. The smaller lettering 'Metal Lath to Reinforce and Preserve' defines better plastering."

Beverage Account with Bloomingdale-Weiler

The Blue Anchor Inn Beverage Company, Philadelphia, has placed its advertising account with the Bloomingdale-Weiler Advertising Agency, also of that city. Newspaper and outdoor advertising will be used to advertise Blue Anchor ginger ale and sarsaparilla in Pennsylvania and New Jersey and in other territories where Blue Anchor products have distribution.

C. R. Hansen with Kirkgasser Agency

Carl R. Hansen has joined the staff of Geo. J. Kirkgasser & Company, Chicago advertising agency. He was formerly advertising manager of the Electric Appliance Company, Chicago.

William Hay Joins Brennan-Eley Company

William Hay has been appointed director of the art department of the Brennan-Eley Company, Chicago advertising agency.

Appoints Eastern Representative

The Superior, Wis., *Telegram*, has appointed the Weaver, Stewart Company, Inc., publishers' representative, New York, as its Eastern advertising representative. The Chicago office of the Weaver, Stewart Company represents the *Telegram* in the West.

Joins Pine Bluff Sign & Advertising Company

C. A. Rogers, advertising manager of the Froug department store, Pine Bluff, Ark., for the last several years, has become associated with F. J. Hartig in the management of the Pine Bluff Sign & Advertising Company.

Chevrolet Dealers Appoint Van Allen Agency

The Chevrolet Dealers Association of Cook County has appointed The Van Allen Company, Chicago advertising agency to direct its advertising campaign. Newspapers in the Chicago territory will be used.

H. D. Sperber Forming Own Business in California

Henry D. Sperber, who was at one time advertising manager of the *Financial World* and the *Industrial Digest*, both of New York, is forming a business at La Jolla, Calif., as a publishers' representative.

New Accounts for Toledo Agency

The Highway Motor Bus Company, Detroit, and the Grand Hotel, Mackinac, and the Mackinac Civic Association, have placed their advertising accounts with the P. R. Hughes Company, Toledo advertising agency.

Hubert Flemming Joins "The Red Book Magazine"

Hubert Flemming, formerly with the Chicago office of *Farm and Home*, has joined the advertising staff of *The Red Book Magazine*. He will cover the Cleveland territory.

M. L. Hirsch with Chatham Agency

Maurice L. Hirsch, recently with the Canter-Hirsch Company, New York advertising agency, has joined the staff of the Chatham Advertising Agency, Inc., also of that city.

General Cigar Earnings

The net income of the General Cigar Company, New York, Robert Burns, Owl cigars, etc., is reported as \$2,763,850 for 1924, after charges, Federal taxes, etc. This is comparable with \$2,938,285 earned in 1923.

FIRST

in net paid
display advertising
over all

San Francisco papers
in the six day field
during 1924

Leading all competitors by

1,787,281 LINES

*When you want best results
in San Francisco use
The paper that goes home!*

THE CALL

San Francisco
Morning Evening
Newspaper

[Reprinted from *The New York Herald Tribune*,
March 19th, 1925]

A New and Great Community



YEAR ago this morning The New York Herald and The New York Tribune were merged and one newspaper public of over 150,000 families met another newspaper public of over 130,000 families for the first time. A newspaper, for its faithful readers, is as intimate and important a habit as a street or a home. A newspaper public is in the truest sense of the word a community—a community of ideas, of principles, of loyalties. Uniting these newspapers was like attempting to merge a city the size of Washington with a city the size of Boston.

Such a shift had never been accomplished before. In every previous newspaper merger, only a fraction of circulation had been added after the first curiosity subsided. As our readers already know, The New York Herald Tribune has achieved the unparalleled success of retaining both publics entire. Indeed, they

have already begun to invite their friends to join them—as the steadily growing circulation of the newspaper reveals.

We ask our readers to celebrate with us today the secure establishment of this great and growing community. We are confident that it has never been surpassed in intelligence, in resources, in energy. On this anniversary we pledge our constant effort to keep and deserve the unprecedented support that this community has given us.

*Net Paid
Weekday Circulation
in excess of
270,000*

*Net Paid
Sunday Circulation
in excess of
300,000*

**The New York
Herald Tribune**

Lightning Calculator for Advertisers

THIS handy arrangement enables any advertiser to tell instantly which Los Angeles newspaper is best adapted to his particular product. If he's looking for the mass market (represented by shoes, amusements, department stores, etc.), it tells that. If he seeks a higher level of purchasing power (bonds, automobiles, etc.), it tells that. If he wants special groups (agricultural goods, office appliances, etc.), it tells that. In short, the table shows which Los Angeles paper in 1924 printed the most advertising in each class of goods enumerated:

Department Stores for 1924.....	The Times FIRST!
Shoes for 1924.....	The Times FIRST!
Want Ads for 1924.....	The Times FIRST!
Real Estate for 1924.....	The Times FIRST!
Transportation for 1924.....	The Times FIRST!
Books and Publishers for 1924.....	The Times FIRST!
Automobiles, Accessories, for 1924.....	The Times FIRST!
Agriculture for 1924.....	The Times FIRST!
Banks, Financial for 1924.....	The Times FIRST!
Schools for 1924.....	The Times FIRST!
Building Materials for 1924.....	The Times FIRST!
Office Equipment for 1924.....	The Times FIRST!
Amusements for 1924.....	The Times FIRST!
Hardware for 1924.....	The Times FIRST!
Sporting Goods for 1924.....	The Times FIRST!
Churches, Lectures for 1924.....	The Times FIRST!
Electric Appliances for 1924.....	The Times FIRST!
Medical for 1924.....	The Times FIRST!
Machinery for 1924.....	The Times FIRST!
Furniture for 1924.....	The Times FIRST!
Hotels and Resorts for 1924.....	The Times FIRST!
Miscellaneous for 1924.....	The Times FIRST!

Los Angeles Times

World's Largest Newspaper

Eastern Representative: Williams, Lawrence & Cresmer Co.
225 Fifth Ave., New York; 360 N. Michigan Ave., Chicago

Why Ford's Second Five Millions Were Easier

It Required Thirty Years to Sell the First Five Million Fords, But Only Three Years to Duplicate the Performance

IT took Henry Ford thirty years to make and market his first five million cars.

It took him three years to make and market his second five million cars.

Twenty-seven years were lopped off.

Today, Ford has reached a production point of 2,000,000 cars a year—a production equal to that of all other automobile manufacturers combined.

A competing automobile manufacturer, Jordan, has explained this tremendous sales growth by saying that Ford makes a product to please his customers while all the other automobile manufacturers turn out a car to meet their own tastes.

Ford would probably agree with this general statement of his case. And he would doubtless need no better authority than the fact that 80 per cent of all Ford owners replace their cars with other Fords. But he could amplify such a general statement as to the reasons for his success. In fact, he has done so in a book that has been issued under the title of "The Ford Industries."

In it he sets forth many reasons for his success in addition to public preference. High among these other reasons are:

(1) Right relations with employees that tend to make every employee a prospect for his product.

(2) Low price through economy in manufacture and systematic research.

(3) Company financing that does not charge the public for any expansion of the Ford Motor Company in factory buildings, equipment or materials.

(4) The formation of an industrial chain that has kept the company independent of strikes, price fluctuations or shortage of raw material such as coal, iron and

timber and every stage of transportation from the mines and the forest to the finished product.

(5) Manufacturing the product near the source of supply and assembling it near the point of distribution.

With several of these facts most business executives are familiar. Ford's advertising campaign has told them of such facts as part of his sales argument.

It is the story of the sales machinery that made it possible for Ford to sell in three years as many cars as it first took thirty years to sell that has not been told.

Ford says that his sales organization is fully as remarkable as the manufacturing end of his business.

IMPORTANCE OF BRANCHES IN FORD ORGANIZATION

Foremost in the Ford sales organization plan for the United States are thirty-five branches. Each of these thirty-five branches supervises the sales activities of all the dealers in its territories.

More than 600 road men, some of whom have charge of a zone, and some of whom are specialists, travel out of these branches. These road men are held responsible for the sales in their particular districts. Every road man, therefore, makes himself a part of each dealer's organization under his supervision. He holds sales meetings, lines up service, helps with banking connections, and calls on garage men with the view of appointing them service dealers.

Under these thirty-five branches and 600 road men, are 38,000 sales and service dealer connections and 30,000 retail Ford salesmen.

In the United States all Ford dealers work in open territory. No exclusive territory is given. "This policy," the company says, "has resulted in a tremendous increase

in sales as it has led to more intensive work."

The production schedule of the Ford company is based upon reports made by the sales department. This information is obtained in the following manner: Every dealer reports to his supervising branch every ten days on his sales situation. These reports are compiled by the branch and then relayed to the sales headquarters at Highland Park where they are charted and studied in connection with other commercial information.

This method enables the company to get a sales survey three times a month, and consequently to check on its production program that number of times every month.

There, then, is an outline of the Ford sales organization for the United States. But Ford says his is "The Universal Car," and that consequently his market is the whole world. "Ford products and Ford service," the company says, "may be found the world over.

Every civilized country has its Ford representatives."

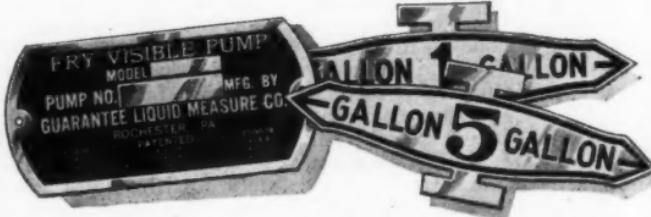
What sales plan is followed in world markets?

DIRECT REPRESENTATION ABROAD

The principle of direct representation through large organizations located at strategic centres. Such organizations are not transplanted American branches, but separate companies organized in accordance with the laws of the country in which they operate and a distinct part of its business and economic life. A plant at Manchester, England, is an all-British concern. A Copenhagen factory is distinctly Danish. At Barcelona one does not find a typical North American institution, but a Spanish Ford factory.

The advantages of direct representation in selling Ford products in the world markets cannot be overestimated, in the opinion of the Ford company. "The mistakes common to export organizations operating from a point thousands of miles away," it says,

made by GRAMMES



The instinct of a buyer to see "what" he's getting, makes thousands of motorists turn in where "Fry Visible Pumps" are used.

The matter of indicating "how much" he's getting was left for Grammes' Plates.

L. F. GRAMMES & SONS INC.

D. E. ZIMMERMANN, INC.
MANAGEMENT



313 Union St.
ALLENTOWN, PA.

N. Y. Office, 3412 Woolworth Bldg.

1875 - Our Fiftieth Year - 1925
Mfrs. Metal Specialties, Name-Plates, Display Devices, Advertising Novelties

Omaha

. . . and its FIRST newspaper—the

OMAHA WORLD-HERALD

FIRST in advertising—National, Local and classified. FIRST in circulation—city, country and total. FIRST in volume of news matter published, daily and Sunday. FIRST in features and, of course, quite naturally FIRST in results regardless of the product advertised. This is not a "flash in the pan" record, but a month in and month out, year in and year out performance.

There are but few newspapers in the country having so complete a coverage in the cities in which they are published as that of the World-Herald. The World-Herald circulation is overwhelmingly concentrated among the people living IN Omaha and the people living within easy reach of the Omaha stores. In other words World-Herald readers BUY IN OMAHA.

The National Advertiser can cover the Omaha Market thoroughly and economically with an exclusive campaign in the

Omaha World-Herald

Morning—Evening—Sunday

FEBRUARY CIRCULATION—DAILY, 107,269—SUNDAY, 105,613

National Representatives

O'MARA & ORMSBEE, INC.

New York—Chicago—San Francisco—Detroit

"are eliminated by this system." The personnel in every overseas Ford organization are natives of the country. They know, the company feels, far better than any American could ever know the topography, road conditions, foreign exchange, wage standards, automobile taxes, fuel prices, import duties, transportation charges and the general social, political and economic situation of their country.

LOCATION OF FOREIGN BRANCHES

Where does Ford locate his overseas organizations? This is a question that is always of interest to manufacturers seeking world trade.

Foreign branches and associated Ford companies are located in Antwerp, Belgium; Buenos Aires, Argentina; Bordeaux, France; Copenhagen, Denmark; Havana, Cuba; Manchester, England; Montevideo, Uruguay; Rotterdam, Holland; Santiago, Chile; São Paulo, Brazil; Stockholm, Sweden; Trieste, Italy, and Cork, Irish Free State. Canada has a separate company, known as the Ford Motor Company of Canada, Ltd., with headquarters at Ford, Ontario, and branches and assembly plants at Calgary, Montreal, Regina, St. John, Toronto, Vancouver and Winnipeg in Canada, and Port Elizabeth, Cape Province, Union of South Africa.

It may cause some surprise to read that the Canadian company has an assembly plant in South Africa. Why should this be? Because each foreign company is given a definite territory to operate in. The Canadian company's territory includes much of the British Colonial Empire. It supplies Ford products not only to Canada, but also to Australia, New Zealand, India, Burma, Dutch East Indies, New Zealand, Union of South Africa, S. W. African Protectorate, Zanzibar, Rhodesia, Kenya Colony, Gold Coast, Nigeria, Sierra Leone, Gambia, British Borneo, British Samoa, Mauritius, Reunion, Fiji, New Caledonia, British New Guinea, Aden and Nyasaland.

No such stretch of territory, for

reasons that can readily be seen, is given to the Ford Motor Company of England, Ltd., that is located at Manchester. That company controls about 500 sales and service dealers and handles sales only in England, Scotland, Wales and that part of Ireland not under the supervision of the Cork, Irish Free State, plant.

Territory not specifically under the supervision of a foreign Ford branch or associated company, is handled by the home office at Detroit or by an American branch at Houston, New York, Los Angeles or San Francisco. Hawaii and the Philippine Islands, for example, come under the San Francisco branch.

As proof of the wisdom of its policy of direct representation in world markets, the company offers this statement:

"Wherever the Ford Motor Company has established a branch or an associated company was formed, sales have invariably increased from 50 per cent to 100 per cent."

With such a well-organized domestic and foreign selling department it is only a small wonder that Ford does not worry about the saturation point that is so often predicted as being just ahead of him, and it is even less of wonder that he could dispose of his second five million cars in three years. He is probably looking to the time when he can shoot 5,000,000 cars in one year through the sales organization he has created.

Golf Tournament for Newspaper Publishers

The American Newspaper Publishers will hold a golf tournament on April 20 over one of the golf courses near New York. Prizes, including special State contest prizes, will be awarded at a dinner in the evening. Roy T. Hollis is chairman of the golf committee.

A. M. Schulz Advanced

A. M. Schulz, formerly division manager and head of the creative departments of Seth Seider's Incorporated and Mather & Company, Chicago, affiliated industrial advertisers, has been made general manager of the organization. Otto G. Tague, of Cleveland, succeeds Mr. Schulz.

Advertisements not Cross Word Puzzles!

If you are in a crowd and wish the attention of one man, you shout "Hey Bill Jones!" You may yell repeatedly "Keeping up with the Joneses!" or "How are the Joneses today?" Eventually you may secure the attention of Bill Jones that way but it will take more time and energy.

Headlines should be written to attract the attention of those, to whom you are selling.

If you want Bill to play Auction this evening, you tell him so. You might secure him if you first talked about the value of recreation for the tired business man but it will be less certain and take more time.

Write the text of your advertisements by the direct way. Decide what the advertisement is supposed to do. Then make it do it.

It is not involved processes of reasoning which produce results in advertising. Writing advertisements that sell, means telling the story in a simple straight-forward way.

Write copy by the simple method. Do not use the dictionary to find little known synonyms for well known words. Advertisements are not cross word puzzles.

We believe in mass reaction. We test layouts, headlines and texts on groups before we place them in papers. We think we know something about human nature, but to be surer, we first test our opinion on crowds.

Then, we test in low cost papers. We key every piece of copy and compare the results of different headlines and texts. Often these results show ways to strengthen advertisements.

Unexpected surprises sometimes come when we are testing by mass reaction or in media. We put together a clever conceit; it falls dead. We phrase a homely figure of speech; it secures the desired result. To learn this we spend only a little money. We use a test tube rather than a vat to try the compound.

Prejudice is the costliest luxury known to business. Prejudice in advertising should be used only by the opulent rich.

Three years ago, after thirteen years of experience, we began a code of practice in advertisement writing. We assembled and recorded the principles. We set up a "standard practice", a method which was not simply tradition or "rule of thumb".

We placed these in the hands of three advertisement writers who had spent an aggregate of 45 years in advertisement writing, of which 25 years had been with this agency. We instructed them to build groups of advertisement writers.

Write for our booklet "The Laws of Successful Advertisement Writing". Reading it may interest you.

CHARLES W. HOYT COMPANY, Inc.

PLANNED ADVERTISING

Reg. U. S. Pat. Off.

Dept. B3, 116 West 32nd Street, New York

Boston, Mass.

Springfield, Mass.

A PERIOD of lower prices and higher volume is coming!

Jackson Johnson, Chairman of the Board of a company making net sales of more than 110 millions a year, gives some startling facts and opinions in the April issue of PRINTERS' INK MONTHLY.

How can the American manufacturer pay twice the wages of a British concern and get his product to the retailers at a lower price?

This and other questions are answered in his article, "Profits too Low? Cut the Price!"—Don't miss it!

PRINTERS' INK MONTHLY

ROSEN PUBLISHING COMPANY, INC., Publishers, 185 Madison Avenue, New York, N. Y. Copyright, 1925

NEW YORK, April, 1925

Profits too Low? Cut the Price!

How International Shoe Company made added volume solve problem of steadily mounting distribution cost

An interview by G. A. Nichols with

Jackson Johnson

Chairman of the Board, International Shoe Company

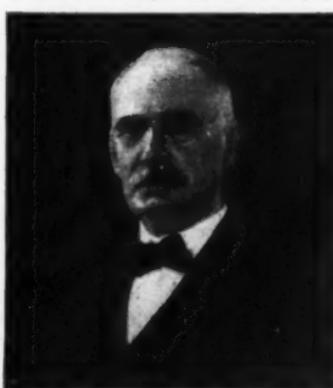
IN 1913 the 750 or more salesmen representing the concerns now comprising the International Shoe Company realized, from their commissions, a salary-in-keeping with then existing conditions.

Today, with the same rate of commission, these salesmen are making from 75 to 100 per cent more money. Yet the company's distribution cost is no higher. If anything, it is lower.

This distribution cost here means the whole process of getting the International's shoes onto the feet of the wearer. It takes in advertising and general selling expense—everything, in fact, aside from manufacturing cost, that might properly be classed as overhead.

"Of course," Jackson Johnson, chairman of the International's board of directors, explains, "the gross cost of doing business, including each and every step in the distribution scheme, has increased hugely in eleven years. The salesmen are not the only ones who are being paid more. Everybody else having a part in the distribution of our merchandise gets higher pay than was the case in 1913. We are using more advertising and are contemplating still larger investments in that line. From the standpoint of mere number of dollars, our distribution today costs us approximately double when considered against the 1913 outlay."

"What do I mean, therefore, when I say it is costing us no more today to sell our shoes—and the selling is



Head of the largest unit in the shoe industry, Jackson Johnson tells how his company has increased volume by the revolutionary but sound practice of cutting prices.

not complete until the retailer has sold them—than it did then? Did we make this possible by increasing our selling prices to take care of the additional cost? No. We did it by making our selling prices smaller and keeping them consistently low. This policy brought us volume. Volume is the force that can turn into a satisfactory net profit a selling price which with smaller sales, might mean a net loss."

Mr. Johnson does not claim to be enunciating any new theory of economics. Indeed, while discussing the subject with this writer in his St. Louis office the other day he modestly disclaimed any knowledge of the theoretical side of economics. What

he knows about that great business science has come through practical experience successively as a retailer, jobber and manufacturer extending over a period of forty or more years. The thing is simple enough. Every manufacturer knows, or ought to know, that his selling cost goes down as his volume goes up, even though the gross outlay be larger. It is equally well known, paradoxical as it may seem, that one way to reduce the net selling cost is deliberately to increase the gross outlay in a way that will make volume grow. Yet many manufacturers today are not proceeding in accordance with what they know. The law of economics dictates that the problem shall be handled this way. Expediency calls for the opposite method. Expediency often, or even generally, gets the

preference.

It is in order, then, to give Mr. Johnson's ideas, or rather his experiences and accomplishments, airing at this time. Go to any big banker, railroad executive, manufacturer, jobber or any outstanding retailer and ask him what is the greatest need of American business today and he will say it is more economical distribution. He also is likely to say that present high prices do not mean high profits—or even go so far as to assert that profits trend steadily downward as prices go up. Mr. Johnson, when asked this question by the writer, made an extended reply which can be divided into three general classifications:

BIGGEST APRIL!

April PRINTERS' INK MONTHLY containing the unusual interview with Jackson Johnson, also contains the largest amount of advertising of any April issue in the history of the publication.

Forms for the May issue will close on April 15th.

PRINTERS' INK MONTHLY

16,175 net paid circulation

Investigate Before Investing

Every dollar that is spent for advertising is either a good or a bad investment—the advertiser owes it to the best interests he represents to investigate every publication's claims concerning circulation, before he invests.

It is the advertiser's right to *demand* facts, not theory—superficial information is not the kind on which to build a successful advertising campaign, and unless each copy of the publication used is delivered and read, the advertiser is paying for waste circulation and his advertising dollars *are not* producing proper results.

A recognized standard is available to every advertiser in A. B. C. reports—its methods are uniform and its authority unquestioned.

The Audit Bureau of Circulations places in the hands of the advertiser authentic and essential facts on circulation that are indispensable to both the publisher and the advertiser.



Write for a copy of

THE MEASURE OF YOUR MESSAGE

AUDIT BUREAU OF CIRCULATIONS

202 S. STATE STREET, CHICAGO

Rules for 1925 Harvard Awards

AN outstanding change in the rules which will guide the Jury of Award in the Harvard Advertising Awards for 1925 is the addition of a provision which places greater emphasis on the importance of selling methods in relation to the advertising campaign. This provision calls for a consideration of the special methods or plans adopted for correlating the advertising campaign with other means of selling used by the advertiser, particularly personal salesmanship.

The Harvard Graduate School of Administration, which is administering these awards, founded by Edward Bok, requests the co-operation of advertising men and others interested in advertising in calling to its attention any advertising work which they believe should be placed before the Jury of Award. It also states that it will welcome nominations for the Gold Medal for Distinguished Services to Advertising.

The basis of the 1925 awards, except for the additional qualification mentioned above, is practically the same as that upon which the 1924 awards were made. A complete report of these regulations was given in PRINTERS' INK of September 20, 1923.

The awards will be made under four classifications: For distinguished services to advertising; for advertising campaigns; for scientific research in advertising, and for distinguished individual advertisements. The first classification remains the same as in 1924 and provides for the award of a gold medal to the individual or organization deemed to merit recognition for distinguished contemporary services to advertising.

Seven awards will be made under the various classifications. This number may be increased to ten, however, at the discretion of the Jury of Award which, if it considers it advisable, is authorized to make three more awards. The prizes for advertising campaigns have been increased from

Why Space is Sometimes Cancelled in "Punch"

THE following letter explains in the clearest possible manner why it is that advertising space booked in "PUNCH" is sometimes relinquished:

12th February, 1925.

Advertisement Department, "PUNCH,"
80, Fleet Street, E.C. 4.

Gentlemen.—We have received the following from our clients the Triplex Safety Glass Co., Ltd.:

"Owing to our advertising campaign, the principal portion of which appeared in 'PUNCH' the demand for Triplex has increased so rapidly that we are at present unable to execute promptly all orders received, necessitating the reduction in our advertising appropriation."

In view of the above, and until facilities for increased manufacture are completed, only the limited amount of space booked for the next few months can be used. Schedule of dates has already been forwarded.

Yours faithfully,

P.P. KENNINGTON ADVERTISING SERVICE LIMITED,
(Signed) F. R. KENNINGTON, Director.

When such a relinquishment is received the space thus released is immediately offered to the first Advertiser on the Waiting List. That is how new Advertisers sometimes secure space in "PUNCH" at comparatively short notice.

MARION JEAN LYON
Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C. 4, ENG.

\$1,500 to \$2,000. One award will be made for the national campaign considered most conspicuous for the excellence of its planning and execution which seeks publicity on a national scale or over a large territory for products or an institution. Under this head the Jury may, if it believes it advisable, make two awards of \$2,000; one for the national campaign of a general or institutional character deemed best; the second for the national campaign deemed best in advertising specific products.

Another award will be made for a local campaign which the Jury considers most conspicuous for the excellence of its planning and execution which seeks publicity in a relatively limited territory or in a single locality for products or an institution. In this case the Jury of Award also may make two awards; one for the local campaign of a general or institutional character deemed best; the second for a local campaign in advertising specific products.

The prize for scientific research

in advertising also has been increased from \$1,500 to \$2,000. This prize will be given for the advertising research of the year which has come under the consideration of the Jury of Award as most conspicuous because: (a) it has brought about economy or secured efficiency in advertising by producing information of general value in furthering the knowledge and science of advertising or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program. This year the jury is authorized, if it believes it advisable, to make two awards of \$2,000 for researches deemed best falling within each division under this head.

Three prizes of \$1,000 each will be awarded in the group of distinguished individual advertisements. Last year four awards were made in this classification. These awards will be made on the basis of excellence in technique and substance of particular advertisements which have come to the attention of the jury and which

Walter W. Hoops
President

9 East Huron
Street



David C. Thomas
Vice-President

Chicago
Illinois

In this agency there are no "account executives" standing between you and service. You deal first-hand with the principals and the men who produce your advertising—back of whom is an efficient organization of 16 people.

17th Year

HOOPS
ADVERTISING COMPANY

The BOOT and SHOE RECORDER



A Ready Reference In Every Good Shoe Store

The consistently, informative features of its editorial pages have made the Boot and Shoe Recorder an important reference book in the shoe store. Every issue contains timely answers to many of the pressing problems confronting the shoe merchant. Not only does the merchant himself benefit by a frequent reference to the Boot and Shoe Recorder but also his clerks. Special departments are devoted entirely to the improvement of clerks as salesmen, as stockmen, as window trimmers, in short, as future merchants. The shoe clerk today can be regarded as the shoe merchant of tomorrow. Experience has taught us that the advertising pages of the Boot and Shoe Recorder are as frequently referred to as the much used editorial sections. Your advertising message will get valuable attention in 11,500 of the better shoe stores where this publication is received.

The Boot and Shoe Recorder, 207 South Street
Boston, Massachusetts

**In Every Good Shoe Store
The Recorder is a Factor**

Member: A B C—A B P

**Dominant for 16 years in
Florida's Agricultural Field**

the *florida* GROWER

**A state paper of unusual
merit. Reaching well-to-do
fruit growers and pros-
perous truck farmers.**

Representation

Wallace C. Richardson, Inc.
New York
John D. Ross
Chicago
George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

ideas

Our artists, writers,
types and presses are
busy putting into
Sales Literature the
good ideas we have
for our customers.



CURRIER & HARFORD LTD
Selective Advertising
27 East 31 New York Cal 6076

have appeared in established
American or Canadian newspapers
or periodicals.

Ordinarily, but not necessarily,
the jury will consider individual
advertisements and make awards
under the following:

(1) For the advertisement most
effective in its use of text as the
chief means of delivering its mes-
sage.

(2) For the advertisement most
effective in its use of pictorial
illustration as the chief means of
delivering its message.

(3) For the advertisement most
effective in its combination of text
and illustration as the means of
delivering its message.

These classifications differ from
those in 1924 when awards for in-
dividual advertisements were made
for brevity, English and illustra-
tion.

For 1925 the awards will cover
the period October 1, 1924, to
December 31, 1925, and are limited
to newspaper and periodical ad-
vertising in the United States and
Canada. The Jury of Award will
be selected by Dean Wallace B.
Donham, of the Harvard Business
School. Information regarding
the awards may be obtained by
addressing the secretary of the
Harvard Business School, Cam-
bridge, Mass.

Collier Appoints Kenneth M. Goode

Kenneth M. Goode, until recently
vice-president of Goode & Berrien, Inc.,
New York advertising agency, has joined
the P. F. Collier & Son Company, New
York, where he will have charge of
the direct mail department and foreign
and domestic book trade sales. He was
at one time editor of *Hearst's Interna-
tional* and formerly was associate editor
of *The Saturday Evening Post*.

New York Business Publishers to Meet

The New York Business Publishers
Association, Inc., will hold a gridiron
dinner-meeting on March 26, devoted to
the subject "Don't Take It to Heart".
The meeting will be held at the M
achinery Club, New York.

C. A. Swan Joins Timken Company

Charles A. Swan has joined The
Timken Roller Bearing Company, Ca-
ilton, Ohio, as assistant manager of sales.

M
A
F
Sel
Cos
\$
Ne
Prop
\$5
In th
Field
Ask
BRU

T
Home
129 Mid
Milwa

The School Field— A Market of Fundamental Stability

School Population
25,850,961

Cost of Operation
\$1,580,671,296

New Construction
\$300,000,000

Property Investment
\$3,003,149,794

**In the School
Field—
Ask Bruce**



BRUCE - MILWAUKEE

Underlying our School System is the ever present educational demand and need of the country. It is essentially and permanently a part of our civilization increasing with our growth and progress as a nation.

The important basic fact for the manufacturer whose product has a school use, is the fundamental stability of the school market.

Supplying the Educational Needs as expressed in the form of building materials, equipment and supplies has created an industry that serves the nation.

School selling, however, involves a complete knowledge of the field and a proper sales approach to the officials directing and controlling the expenditures for the construction, equipment and operation of schools—The School Board, The Superintendent of Schools, The School House Architect.

A market analysis is available to officials of companies interested in the school field in relation to their advertising and selling plans.

**THE AMERICAN
School Board Journal**
A Periodical of School Administration

Member A. B. C., A. B. P.

THE BRUCE PUBLISHING COMPANY

Established 1891

Home Office
129 Michigan St.,
Milwaukee, Wis.

Eastern Office
30 Church St.,
New York, N. Y.

What good is a catalog that doesn't arrive?

IF your catalog doesn't arrive, your investment is a dead loss. If it gets there in bad shape, it isn't worth the cancelled stamp it carries.

Will you spend a fraction of a cent more to get it safely to the place where it can earn money for you? Or will you, to save that fraction of a cent, risk its entire loss—and the loss of the business it should bring?

This envelope delivers your catalog whole

The Improved Columbian Clasp is made of tough Jute paper that resists the slamming and banging of the journey through the mail. The sturdy Improved Columbian Clasp, anchored at four points in a double thickness of paper, doesn't pull out or release its hold under rough treatment. The flap, strongly reinforced where the double prongs pass through, doesn't tear under ordinary strain.

When your catalog reaches your customer, he inevitably, though perhaps unconsciously, appraises the envelope in which it arrives. If it is torn, frayed or battered, he doesn't receive that first good impression that you'd like him to get.

If it comes in an Improved Columbian Clasp Envelope you won't have to worry about its arrival in good shape. He'll bend back the prongs, raise the flap,

This is the sturdy Improved Columbian Clasp Envelope made of high-grade Jute paper, exceedingly tough and strong.



Tough reinforcement on the flap, right where the strain comes.

reach in—and draw out your catalog, as fresh and spruce as when it left your office. It could hardly be in better shape if you had personally carried it to his office and handed it to him.

When letters and papers must be mailed flat

A sturdy envelope of letter size or larger will carry business and legal papers unfolded. The Columbian Clasp Envelope is heavy and substantial enough to protect its contents, generally without need of the card sheet or other stiffening, which makes more postage necessary. Many Columbian Clasp Envelopes are mailed first class. The flap is gummed down and the clasp acts as a strong reinforcement.

Among the thirty-one useful sizes of Columbian Clasp Envelopes, you will find those that meet your particular needs.

You can buy them from almost any paper merchant or stationer. If you should have any difficulty in finding them, write the General Offices of the United States Envelope Company, Springfield, Mass., and you will be referred to a nearby distributor.

Improved COLUMBIAN CLASP ENVELOPES

are carefully inspected to maintain their high quality. They are made by the United States Envelope Company, the world's largest manufacturers of envelopes.

Eleven divisions cover the country, and assure good service to distributors. These divisions are:

<i>Location</i>	<i>Division</i>
Worcester, Mass.	Logan, Swift & Brigham Env. Co.
Rockville, Conn.	White, Corbin & Co.
Hartford, Conn.	Plimpton Mfg. Co.
Springfield, Mass.	Morgan Env. Co.
Waukegan, Ill.	National Env. Co.
Springfield, Mass.	P. P. Kellogg & Co.
Worcester, Mass.	Whitcomb Env. Co.
Worcester, Mass.	W. H. Hill Env. Co.
Indianapolis, Ind.	Central States Envelope Co.
San Francisco, Cal.	Pacific Coast Envelope Co.
Philadelphia, Pa.	Monarch Env. Co.

Improved
COLUMBIAN CLASP ENVELOPES

Government Publications of Interest to Advertisers

*Washington Bureau
of PRINTERS' INK*

BEFORE entering the Indian market, American manufacturers and exporters are advised to make a thorough analysis of the special requirements of that country by the Bureau of Foreign and Domestic Commerce in the introduction to "Advertising in India," which is Trade Information Bulletin No. 318, recently published by the Department of Commerce. The introduction also points out that a study of customs and religions is necessary to successful merchandising in India, and that there are other peculiar conditions and influences which should be taken into consideration before an Indian selling campaign is planned.

Much of the information contained in this bulletin was used as the basis of an article, "India Is Ripe for American Advertising," published in PRINTERS' INK of Jan. 8, 1925. But the present publication contains much additional and later information, and is a comprehensive treatise on the subject in convenient form. Copies of the bulletin may be secured free from the Bureau of Foreign and Domestic Commerce, in Washington, or from any of its branch offices throughout the country.

* * *

The Bureau of the Census has just announced the publication of State Compendiums for North Carolina, South Carolina, and Ohio. This makes forty-one published compendiums, and presents all of the important statistics of the latest census in convenient form for sales and advertising managers. These compendiums bring together substantially all of the Fourteenth Census statistics for a particular State and for its counties, cities and other civil divisions, and cover the principal features of the censuses of population, agriculture,

A book to make your use of the mail more profitable!

- how to plan a successful mail campaign
- how to prepare effective mail literature
- how to plan and produce good catalogs
- how to build trade by mail
- how to test campaigns economically
- how to make mail sales work successful

SELLING BY MAIL

By V. E. PRATT

President The Pratt & Lindsey Co., Inc., Advertising and Selling Counselors, Former Departmental Advertising Manager, Sears, Roebuck & Co., Organizer Drug Topics Syndicate, and Sales Promotion Manager American Druggists' Syndicate. 428 pages, 5 x 8, Illustrated, \$4.00 net, postpaid

This new book covers every phase of the art of making sales and customers through the mail.

The author has drawn on his long experience in this work for definite, concrete facts about mail-order possibilities, market analysis, campaign preparations, mailing lists, mail-order appeals, mail-order copy, layout, illustration, booklet and catalog making, sales letters, order blanks, follow-up, credit and collection practice—every element that enters into the successful capture of a mail market.

Try it out for 10 days—

FREE

You will find every one of the 32 sections filled with definite, usable material which can be applied to your own needs.

You will get from the book hundreds of profitable possibilities—new suggestions—new avenues of mail-order technique—new ideas about getting the most out of mail-sales work.

Send the coupon to-day for your FREE EXAMINATION copy.



FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., Inc.
370 Seventh Avenue, New York

Send me for 10 days' free examination Pratt's Selling by Mail, \$4.00 net, postpaid. I agree to remit for the book or to return it, postpaid, within 10 days of receipt.

Name _____

Address _____

Position _____

Company _____

**The finest
printed
Rotogravure
Section
in
America**

**San Francisco
Chronicle**

National Representatives

Williams, Lawrence & Cresmer,
225 Fifth Avenue,
New York City.

360 No. Michigan Ave.
Chicago

R. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

RUSH!

Next time you have a
rush job and need plates
in a hurry come to us.

Not that we enjoy rush
jobs but we will be glad
to help you out—and then
we hope you will recipro-
cate by giving us a chance
to do some work for you
on a legitimate time
schedule.

Wilbar Photo-Engraving Co.

Day and Night Service

511 West 42d Street

New York City

Tel. Chic. 10133-45

manufactures, mines and quar-
ries, and drainage. These com-
pendiums, ranging in price from
fifteen to sixty-five cents each,
may be bought separately of the
Superintendent of Documents,
Government Printing Office,
Washington.

Advertisers in the educational
field will be interested in Edu-
cation Bureau Bulletin No. 1, "Edu-
cational Directory, 1925," which
covers the work of the United
States Bureau of Education and
gives the principal State school
officers, county and other local
superintendents of schools, libra-
rians of public and society
libraries, and information on edu-
cational publications and other
related subjects. The price is
twenty-five cents a copy, and the
bulletin is sold by the Superin-
tendent of Documents.

Copy writers in the household
field may find suggestions of value
in "House Cleaning Made Easier"
by Sarah J. MacLeod. It is
Farmers' Bulletin No. 1180, re-
cently reprinted. The bulletin
covers implements and materials
for cleaning, care of cleaning im-
plements, methods of cleaning,
storage places, general directions
for cleaning a room, and general
rules for easy cleaning. It is
priced at five cents a copy by the
Superintendent of Documents.

"Merchandising Methods and
Trade Conditions in the Amazon
Valley" considers from various
merchandising angles that part
of the Amazon Basin which
has its communication with the
outside world by way of the
Amazon River. This region has
a total area of more than
2,000,000 square miles and a
population of about 1,500,000. In
1923, the United States imported
from this area about \$9,000,000
worth of products and had a con-
siderable export business with it
in return. This bulletin contains
information concerning success-
ful merchandising methods in use
throughout the Amazon Valley,
the trading centres of Para,

Advertising to The Rural Market of Western Canada

CONSTANTLY increasing Farm Production in Western Canada at more profitable prices is fundamentally responsible for increased advertising in this always attractive market; but the direct explanation for the remarkable gains shown below lies in advertisers' recognition of the commanding position in Western Canada held by both of the two Winnipeg Free Press publications, the weekly **FREE PRESS PRAIRIE FARMER**, as well as the more widely known daily **WINNIPEG FREE PRESS**.

FREE PRESS PRAIRIE FARMER

Western Canada's Leading Rural Publication

Comparison of paid lineage first nine weeks of 1925 against same period in 1924:

	1924	1925	
Jan. 9	11,316	Jan. 7 10,906	Decrease 410
" 16	11,158	" 14 15,298	Increase 4,140
" 23	9,521	" 21 12,761	" 3,240
" 30	8,890	" 28 13,843	" 4,953
Feb. 6	11,581	Feb. 4 12,934	" 1,353
" 13	12,752	" 11 12,933	" 81
" 20	10,585	" 18 15,364	" 4,779
" 27	10,792	" 25 13,256	" 2,464
Mar. 5	15,124	Mar. 4 18,291	" 3,167
Total	101,719	125,586	Net. Inc. 23,867

Rate of increase over 1924, 23.9%

MANITOBA FREE PRESS COMPANY LIMITED
WINNIPEG

Represented in U.S.A. by
HENRY DE CLERQUE, INC.

Chicago New York San Francisco Los Angeles Seattle

A Sales Headquarters at
GREENSBORO
Covers Va., N. C., S. C.,
Tenn. One of the Best
Southern Territories.

If you haven't subdivided your selling territory between Baltimore and Atlanta you are not covering it.

No sales manager can cover all the New Industrial South thoroughly from one Southern headquarters—it's too big. North Carolina has one or more big industries in every small town. Look up your salesmen's reports and see how often you have visited these little manufacturing towns.

Greensboro is ideal headquarters. That's why 1200 salesmen, by choice, make their homes in Greensboro. It is an excellent location for warehousing and reshipping goods farther South. It saves more backtracking than any other mid-South location.

Greensboro now has close to 50,000 people, big banks, fine hotels and shops, newspapers, theatres, churches and educational institutions. It is the distributing gateway to the Piedmont Plateau, the great manufacturing belt of the New South. For whatever data you desire, write

Chamber of Commerce
 GREENSBORO, N. C.

Manaos and Iquitos, and the secondary distribution points located on the various tributaries of the main river. It is Trade Information Bulletin No. 320, published by the Bureau of Foreign and Domestic Commerce, and copies may be secured free from that organization or any of its branch offices.

* * *

A great deal has been written on the important subject of proper packing of goods for export, and, last year, at the request of the Committee on the Merchant Marine and Fisheries of the House of Representatives, the Bureau of Foreign and Domestic Commerce made a special study with the idea of compiling information which would greatly reduce the large losses resulting from careless and inadequate packing of merchandise for oversea shipment. The report, now ready for distribution, is a bound and profusely illustrated book of 430 pages. It is a complete handbook on the subject of packing merchandise, and the information presented was obtained by making visits to the shipping rooms of a number of representative exporters in various lines of business, also from the Forest Products Laboratory and the National Association of Box Manufacturers. Since improper packing is frequently a handicap to successful merchandising everywhere, doubtless many sales and advertising managers will be interested in the book, which may be purchased from the Superintendent of Documents at \$1.25 per copy.

"Uplook" Appoints
J. K. Stebbins

The *Uplook*, Farmington, Ill., has appointed John K. Stebbins its advertising manager, with offices at Chicago. He was formerly with *Edict*, Chicago, and at one time was with the *Iowa Magazine*, Des Moines.

Commencing with the April issue, the *Uplook* will adopt a flat size with a 420-line page.

Appoints Hamilton-Delisser
 The *Columbia, Pa., News* has appointed Hamilton-Delisser, Inc., publishers' representative, New York, its national advertising representative.

Faithful Readers

Each month Extension Magazine contains a 2-page article, "Between Friends," picturing works of charity or missionary effort requiring donations of money. No other appeal is made to our subscribers in any way.

Nevertheless as the result of this 2-page article each month our subscribers mailed us in

1922 . . .	\$485,654.35
1923 . . .	\$721,787.26
1924 . . .	\$757,750.46

Do you know of any other magazine to which the subscribers contributed more than half a million dollars last year?

Extension Magazine

ELLWOOD TANSEY

Advertising Manager

General Offices, 180 N. Wabash Ave.
Chicago, Illinois

Why Shouldn't NEBRASKA Be a Good Market!

- with top hogs in Omaha the highest in five years.
- with the 1924 grain crop valued 30% above 1923.
- with a total crop value that has been exceeded twice only and a gain for the year more than 3 times that of the nation's average.

—with bank deposits at a high level; land selling at advancing prices; industries operating normally; extensive building programs and the outlook for agriculture even better than in 1924!

NEBRASKA is a good market—NOW

Nebraska is buying. It will respond to intensive and constructive advertising and merchandising—Now.

Nebraska people read and prefer their home state papers. Advertising in Nebraska's own publications will best develop Nebraska business. It will cover the entire state—agricultural and industrial; it will have the greatest influence on Nebraska consumers; it can be most effectively merchandised to Nebraska merchants.

See ALL of Nebraska

The Nebraska Farmer
The Lincoln Star
Omaha World-Herald
Omaha Bee

Omaha Tribune
Fremont Tribune
Columbus Telegram
Hastings Tribune

Norfolk News
Wayne Republican
Grand Island Independent

One-Cent Mailing Folder Brings Orders from 820 New Dealers

Shoe Manufacturer Successfully Uses the Mails to Reach Merchants in Towns Not Accessible to Salesmen

By George H. Wicker

"A PROBLEM that I have to struggle with constantly," said a small manufacturer whose line consists of ready-made work apparel for men, "is that of making a limited advertising appropriation go a long way. Our sales force, which is not large, works the principal cities and towns of the country on regular schedules. The bulk of our appropriation, therefore, is spent in trying to reach merchants in towns not visited by our salesmen. Our problem is to reach the small-town merchant at a minimum of expense and yet effectively enough to get from him an introductory order. We know, from experience, that if he once sees the quality of our merchandise, he will sell it and order more."

One reason why this problem is often so difficult of solution is revealed in the following experience:

A manufacturer of a line of metal specialties had an opportunity to add to his line a small electric motor. The addition of this electric motor gave the manufacturer an opportunity he had long been looking for to impress his dealers that at last he had something of such general use that every dealer could feature it as a leader.

He called in his printer to prepare a broadside. This was prepared around the thought of a giant battleship, plowing its invincible way through mountainous seas.

Sent to a list of 10,000 names, illustrations, photographs, retouching, cuts, printing, postage and addressing—everything accounted for—the total cost was only \$1,475. Total value of orders received, two months later, amounted to a scant \$400.

The campaign was designed to reach merchants in towns where it would not pay to send salesmen. It would have cost many times the sum of \$1,475 to send salesmen into the territory where the broadside went. The 10,000 merchants circularized were dealers who had never purchased before. The idea was sound enough but it failed in execution because the broadside, as it afterward developed, was beyond the dealer's comprehension. He didn't catch the significance of the battleship metaphor.

In this connection, it will be of interest to describe the way Rosenwasser Brothers, Inc., Long Island City, N. Y., makers of shoes, sandals, leggings and overgaiters, prepared a mailing folder that was designed to obtain an introductory order for shoes from a list of non-customer merchants in towns not visited by salesmen.

"Our factory is not the largest in the world," said W. N. Kirschner, sales manager of the company, "and our expenditures for advertising have to be most carefully considered. When our business was established we secured our dealer distribution first in the metropolitan district of New York and gradually spread it out over the rest of the country. Today our distribution includes most of the cities and towns east of the Mississippi.

"We travel salesmen throughout the more populous territories. There are large sections in the thinly populated regions, however, where it would not pay our salesmen to travel. But merchants in these localities could handle our line of shoes to excellent advantage. We try to reach these merchants through advertising.

"Years ago, I was a small-town

merchant and I formed the habit of studying the various mailing pieces that came into the store. In those days, letters, mailing cards and folders that led us either to order, write for information, or seriously consider the proposition, were laid to one side and studied. Then I'd take a look through the waste basket occasionally and try to analyze the mail matter that had been discarded. I found out as much by studying the failures as I learned from the successes.

"I found that the mailing folder which attracted attention or held the interest was generally one which was simple and direct and talked to the dealer in terms of his self-interest and profit. The other kind of mail matter was usually ornate and complicated with too much in it about the manufacturer and his wonderful product.

"I have put to work in our present advertising of Rosenwasser shoes the experience gained as a dealer in a small town."

A mailing folder designed by

Mr. Kirschner and recently mailed to a list of 10,000 non-customer merchants will illustrate his point about simplicity and directness and keying the sales talk to the dealer's self-interest and personal profit.

"On two or three previous occasions," he said, "I had used broadsides. By 'broadsides' I mean a folder that opens to a size approximating a newspaper page. My experience as a dealer taught me that the large broadside is generally confusing to the small merchant. I therefore avoided the extreme, and laid out a broadside that was fairly simple in get-up and not too large.

"Our returns were fairly satisfactory—between 2 and 3 per cent—which is not bad for a line like shoes where dealers must place orders for an assortment of styles and sizes. However, I was not satisfied with results and decided the difficulty lay with the broadside and the fact that it is more or less awkward for the dealer to open and handle even when made in a small size. For our next mail

Announcement

F. SCHNEIDER, JR., who was the Financial Editor of *The New York Evening Post* for the last four years, is now the Financial Editor of **THE SUN.**

The Sun.

280 Broadway

New York

42



50,000 Successful Business Men Read the Magazine of Wall Street

—A rather high percentage of the successful men in this country, don't you think?

Our readers could buy most of the 1925 output of such firms as **Rolls Royce, Locomobile, Herreshoff, Estey Organ, Ampico Reproducing Piano, Clark's Tours, etc.**

They are men who can gratify the desires of their women folks for jewels, furs, furnishings and works of art of the stamp of **Tiffany, Dreicer, Revillon Freres, Steinway, W. J. Sloane, Kent-Kostikyan, etc.**

No matter how cleverly an advertisement is prepared, it cannot fulfill its function, unless the people reading it are *financially able* to act on its suggestion.

100% BUYING POWER IN

***The MAGAZINE
of WALL STREET***

42 BROADWAY

NEW YORK

Write today for circulation analysis and rate card.

We Are Glad

to have you compare ours with any drug publication in the world.

Twenty-Thousand-Item price list, used like the telephone directory in wholesale and retail drug houses of this territory. Ask for specimen copies, rate card and circulation statement. The bulletin board of the southern drug market.

**SOUTHERN
PHARMACEUTICAL
JOURNAL
Dallas, Texas**

WANTED *Trade and Class Publication* ADVERTISING MANAGER

ONE capable of mail solicitation and constructive work with representatives located in larger cities.

When writing give full particulars of your experience and salary expected.

**AMERICAN
AUTOMOBILE
DIGEST**
Cincinnati Ohio

ing I decided to try a simple mailing folder, as condensed and practical as possible, with utility as its chief feature. We mailed it to the same list of 10,000 names, all dealers who had never purchased before, and by the end of two months our total number of orders received was 820—over 8 per cent. The cost of printing, postage and addressing was a little over \$200. The first two orders received more than covered the cost, the other 818 orders were velvet."

The mailing size of this folder is nine by four inches, made with one fold, and opening to nine by eight inches. Part of the folder is a return mailing card which the dealer is obliged to cut off with scissors, fill out with his order, affix a one-cent stamp to, and mail.

SIMPLICITY—THE KEYNOTE

The address side is plain—nothing but the dealer's name and address, the return imprint in one corner and the one-cent mailing permit in the other. Opening the folder to the centre spread the sales message is printed on the upper half. It is simple and to the point. The caption reads, "Big Profits in Puttees and Work shoes." The message follows in fifty words:

"Look at the prices below. These puttees retail everywhere for \$3 a pair. The shoes usually sell at \$4.50 a pair. Think of those fine profits! Order a supply immediately. Ride along on the wave of prosperity. Remember we are the largest manufacturers of military footwear in the world!"

On the left of the foregoing is a picture of one of the puttees with a keyed style number and brief description beneath it. On the right, is an illustration of one of the shoes, also with keyed number and description. Alongside each description, in bold-face type, are the prices to the dealer in one, five, ten and twenty-five dozen lots and credit terms.

The lower half of the spread is taken up by the address side of the return card and a caption

Reach the Grower!

Sell the Growers, Packers, Shippers and Buyers of Fresh Fruits and Vegetables. Get Direct Coverage of this Important Market through

The **Packing House News**

The only publication devoted exclusively to the packing, shipping and marketing of fresh fruits and vegetables. Filled with sound, technical information and so highly regarded in its field that it is used as a text book in schools and colleges. National in circulation and editorial appeal.

PENINSULAR PUBLISHING COMPANY
301-9 Warner Bldg., Tampa, Florida

Eastern Representative
The **GEORGE B. GALLUP COMPANY**
27 Waverly Place, New York City

HIS WORD IS GOOD

YOUR neighbor—the chap you meet at the club—a manufacturer like yourself—a fellow director of the Nineteenth National—can answer your query as to Ketchum, MacLeod & Grove. He's used our service, knows us.

When he says, "You bet they're good!" you'll believe him.

And for you in Western Pennsylvania there's none so good as a strong Pittsburgh agency. Contact counts.

**KETCHUM,
MACLEOD & GROVE, INC.**
Advertising

PARK BUILDING

PITTSBURGH



alongside of it reading, "Don't put off till tomorrow what you should positively do today. Fill out the order blank on the reverse side of this post card and mail today."

On the outside back appears the order blank which forms the reverse side of the post card, and alongside of it the caption: "6,000 wise shoe merchants are making handsome profits on Rosenwasser Shoes and Puttees. To join them, fill out this and mail today."

The order blank constitutes the reverse side of the post card. Here, we find, is some applied efficiency with a vengeance, and it probably had a great deal to do with the order-getting power of this mailing folder.

A detailed description of it might weary and confuse the reader. Its effectiveness, I believe, lies in the fact that separate spaces are provided for ordering the shoes and puttees and that in such case the full range of sizes is shown with the price per dozen for the various quantities ordered. This clever device leads the merchant first to specify the quantity wanted in the various sizes, then to notice what price per dozen his quantity entitles him to—the tendency being to make him go back and increase his quantities in order to get a lower price.

In the lower-left corner of the card is a heading, "Concerns that have no commercial rating please give references below" followed by three blank lines. This is another excellent feature and resulted in the acceptance of many orders that might otherwise have been held up for credit investigation. Finally, spaces for the dealer's signature provide for "Firm Name," "Signed by" and "Address." The "Signed by" got the name of an individual on whom the responsibility for placing the order could be fastened in cases of repudiation.

Another thing which undoubtedly had a great deal to do with the success of the mailing folder was the care taken by Mr. Kirschner in checking his mailing list. All names are chosen with a view to financial responsibility and the

The Atlanta Journal Atlanta, Ga.

Coral Gables
Goodyear Tires
Hoosier Kitchen Cabinets
Richardson Roofing
Williams Oil-O-Matic
Heating

Used a full page each in
The Atlanta Journal of Sunday, March 15th.

*Advertising in The Journal
Sells the Goods*

friendly films—

YOUR SALESMEN

must be neatly dressed and present a respectable appearance to secure business . . . your Advertising Films—salesmen extraordinary—must be above reproach . . . friend-makers for you. Can you expect them to command attention and respect when they are oil-smeared and dirty?

FILM TAILORS

We dress up your advertising Films, and send them "out on the road" spic and span—a credit to the firm they represent. Our Service is unexcelled. It includes Storage, Inspection, Repair and Shipping.

Negatives reclaimed, softened and preserved by our patented, chemical process.

Write for details

A. TEITEL CO.

804 S. WABASH AVE.

Est. 1914

CHICAGO



Spring Fashions

Almost every man, woman and child is interested in the buying of new clothes at this season. And the buying inspiration depends most often on what is offered in the advertising columns of the daily newspaper.

Along the Mississippi Gulf Coast everybody reads the Daily Herald. It goes regularly into 4,486 homes and is a favorite of resort visitors. Its readers are well able to buy what you have to offer.

National Advertisers—of Spring Fashions and other things—you'll find the columns of the Daily Herald productive of results for you.

THE DAILY HERALD
Gulfport Mississippi Biloxi
GEO. W. WILKES' SONS, Publishers

Agency Man Available

Experienced, well-known executive handling large national accounts in New York, wishes to become associated with an agency in good standing that is interested in developing new business.

Thoroughly trained in merchandising work, a salesman of exceptional ability, this man is equally capable of directing the work of others or developing and holding business through his own effort. Average earnings over a period of years exceed \$10,000. What have you to offer?

Address "D," Box 282, care of PRINTERS' INK.

list is regularly checked against reliable sources.

All in all, the example is a good illustration of making the small appropriation do a good job. Incidentally, it proves that care and foresight in the planning of direct-mail work is a yardstick by which returns can be measured even when orders are wanted from new dealers on an article like shoes—which are a commodity that even the best salesmen do not always find too easy to sell.

Cadet Hosiery Account with Peck Agency

The advertising account of the Cadet Knitting Company, Philadelphia, manufacturer of Cadet hosiery and sweaters, is now being directed by the Peck Advertising Agency, Inc., New York. This agency also is handling the account of the Art Metal Construction Company, Jamestown, N. Y.

W. G. Ellis with Carolina Baking Company

William G. Ellis, manager of the Columbia, S. C., branch of the National Biscuit Company, has become manager of the Carolina Baking Company. He had been with the National Biscuit Company for the last eighteen years.

General Outdoor Company

Clyde S. Thompson has resigned as a director and Eastern sales manager of the General Outdoor Advertising Company, New York. He had been Eastern sales manager of the Thos. Cusack Company up to the time of its merger with the General company.

C. B. Stenning Joins Ronalds Company

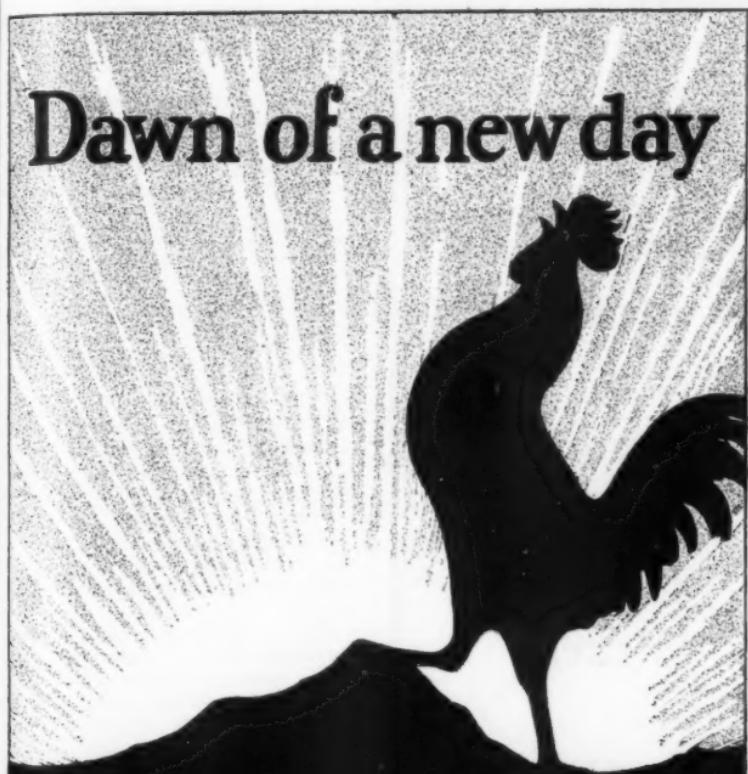
C. B. Stenning, formerly sales manager of the Benjamin Electric Manufacturing Company of Canada Ltd., has joined the re-sale division of The Ronalds Company Ltd., Montreal.

Annual Meeting of Window Display Advertisers

The Window Display Advertising Association will hold its next annual convention at Chicago. The dates of the meeting have been tentatively set for September 30 and October 1 and 2.

Increase in American Tobacco Income

The American Tobacco Company, New York, reports net income of \$20,784,870 for 1924 after interest charges. This compares with \$17,768,690 in 1923 and is a gain of \$3,016,180.



DURACAL

worth crowing about

Practically an
Indestructible
Decalcomania

WRITE FOR SAMPLES

*Some good exclusive territory
open for live representatives*

The United Service Company
LOS ANGELES

We'd
like
to
attract
an
Account
Executive
and
Writer
of
ability

—we said
ABILITY. We
couldn't very
well disregard
experience—but
ABILITY is
the thing.

You'll know the
agency. Address
"G," Box 283,
Printers' Ink.

Out in the Wide Open
Spaces

MANHATTAN ELECTRICAL SUPPLY
Co., INC.
NEW YORK

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK you had a very interesting article by C. L. Funnell. If any reprints of this article are made we would like seventy-five copies of it. We are glad to see PRINTERS' INK publishing articles of this character and believe that more material of the same kind would be appreciated by those sales executives who read your magazine.

C. C. AGATE,
Advertising Manager.

THE article referred to is entitled: "Small-Town Stuff." It recounted some curious, interesting and instructive experiences of an investigator who had interviewed a number of dealers located out in the open spaces where dealers are not entirely like the men the home office usually imagines them to be.

The small-town dealer is not a curiosity. He is a human possessed of all human frailties and foibles. But his problems are unique. There is scarcely any comparison between the selling difficulties with which he must contend and those of merchants located in larger towns. When this is comprehended, many manufacturers are going to change their dealer helps and dealer service programs to conform to the needs of the small-town retailer. At present, most of these plans are suited only to dealers situated in the larger communities. "Small-Town Stuff," is big-profit stuff, when viewed in the aggregate.—[Ed. PRINTERS' INK.

Joins Parent Art & Engraving
Service

William M. Flaherty, formerly publicity secretary of the Spokane, Wash., Chamber of Commerce, has become business manager of the Parent Art & Engraving Service, also of Spokane.

Devoe & Raynolds Sales

The Devoe & Raynolds Company, Inc., New York, paints, varnishes, etc., reports net sales of \$10,593,166 for the eleven months ended November 30, 1924. This compares with \$10,682,039 for the twelve months ended December 31, 1923.

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Announcement

Today Mr. Frank E. Fehlman, formerly Vice-President, Lord and Thomas, joins this Company as Vice-President, in charge of a new service to manufacturers.

The
Dorland Agency, Inc.
244 Madison Avenue
New York



Announcement

Mr. L. W. Thomas, formerly of Lord and Thomas, Chicago, joins this company as director of plans and copy.

The
Dorland Agency, Inc.
244 Madison Avenue
New York

again in February—

**The Times was the Only
Newspaper in Detroit to
Gain in Local Advertising**

News	Free Press
56,028 Lines	48,230 Lines
LOSS	LOSS

**Times Gained 37,058
Lines While the Other Two Detroit Newspapers
Showed Losses**

The local display advertising figures for the first 2 months of 1925, compared with the same period of 1924, shows the Times GAINED 103,068 lines, while the other two Detroit newspapers showed losses of—News 90,776 lines, Free Press 86,898 lines.

Detroit Times

The Newspaper of the Buying Population

Advertising That Intangible of Intangibles—A Desire

Advertisers Who Complain That Their Copy Must Be Mediocre, Because It Features Something Intangible, Might Study This Campaign with Profit

"IF only we had something tangible; something concrete; something we could actually lay our hands on—then our copy might amount to something. But dealing with intangibles, as we do, why our copy is bound to be cramped."

The London and North Eastern Railway does not subscribe to this belief that copy must of necessity, be mediocre simply because it features something intangible. In fact, even though this advertiser builds its appeal around that intangible of intangibles—a desire—it succeeds admirably in writing fascinating copy.

Here is a sample:

It winds out of London town—this magic "thread"—along a pleasant English countryside teeming with literary and historic traditions; through the wooded hills and green meadows of Middlesex and Hertfordshire; past the land of the Pilgrims, where the American nation was conceived; skirting the enchanted River Ouse; to the famous Norfolk Broads, the Yorkshire Moors and Dales, the Northumberland Fells; into the wild beauty of the Scottish Highlands.

Rather alluring copy to read on a warm spring day, isn't it? Makes you want to get into this historic outdoors and loaf along, doesn't it?

Well, that's just what it's intended to do. It isn't selling you merchandise or travel tickets. It's selling you a bit of intangible goods—a desire. It's just creating in you the idea that when you take that trip to Europe you must certainly go into the country and see what Britain is like outside the big cities.

Under a romantic pen and ink drawing of a quiet village corner "typical of old England on the London and North Eastern Railway," this copy gives the prospective American traveler a glimpse into the unusual sort of thing he can see when he makes his trip to

Europe. Its first and foremost purpose is to show him what lies outside the big cities, off the beaten tourist track.

Once the traveler decides that he will see what the countryside of England has to offer he must buy a ticket on the London and North Eastern Railway. There are no other railroads he can take into this section of the country.

So the general agent in the United States for the London and North Eastern Railway, H. J. Ketcham, does not sell a single ticket. Instead, he sells the American traveling public simply the desire to ride on his railroad.

"You don't have to put the idea of going to Europe into the mind of the average American," says Mr. Ketcham. "He already has that idea firmly fixed. Once he has seen 'what they've got over there,' however, he's keen to go again, and when he makes his second trip it is our opportunity to show him how to spread out and see the things he missed when he was making his hectic jump from high spot to high spot.

"It is to show these more seasoned travelers how they can spread out, that our advertising this year is stressing the simple country scenes. In one-third and one-half page advertisements in a large list of periodicals, we are playing up the romance of travel in Britain and the idea of concentrating on this one section instead of jumping hurriedly from point to point.

"Different copy is run each month for March, April and May, which are the months when most people lay plans for summer travel. Each of the advertisements carries out the general scheme of a pen and ink sketch of an alluring town or city with copy that has for its one purpose the creating of a desire to see these places

Wanted: an Agency Man

—or a small advertising agency and the man

THE man desired now has his own New York City advertising agency—or is a factor in some New York agency. He has demonstrated his calibre and capacity by now handling some desirable accounts. He is young, ambitious and practical, with worthy ideas and ideals. The man in mind will appreciate the advantages of an excellent business environment, a fine national reputation, congenial, helpful associates, ample resources and an efficient, smooth-running organization.

To one such man we agree to point out a unique opportunity—one that offers him the chance for immediate profitable development, with every promise of a happy and prosperous future.

Interview by appointment.

Address "C," Box 281,
Printers' Ink, New York

along the London and North Eastern Railroad.

"So far this advertising has brought in very good responses," said Mr. Ketcham. "It is a decided change from our program of last year when we used many small advertisements. Indications point to a good year this year as a result of this new campaign in larger space."

It is interesting that the general agent in the United States never gets down to the point of actually selling a ticket as a result of his national advertising and follow-ups. He sells the desire to travel, he helps the prospective tourist to learn about the east coast of Britain, but he never sees the traveler buy railroad mileage.

"Our national advertisements offer booklets and details of special tours for American visitors," Mr. Ketcham explained. "These booklets are our follow-ups. When a request reaches the office, a first booklet goes out, giving a short description of the sights to be seen along the route of the London and North Eastern Railroad and other helpful data.

"We follow this with a second and more elaborate booklet giving an account of the principal cathedrals, abbeys and castles of medieval England and Scotland.

"That is as far as we go in direct advertising. If these two booklets have not interested them it would be futile to send others. Many people, however, want more detailed information about specific districts, and for inquiries of this sort we have any number of booklets on various sections.

"To repeat, our national advertising seeks to create the desire to see the Eastern Coast of Britain and also to impress the name of the London and North Eastern on the prospective American traveler. We don't feel that we have been particularly limited in our copy by the fact that we are advertising an intangible. In fact, this very circumstance has given us a wide latitude in the range of subjects that we could use and I believe it has opened a big copy field for us."

M. F. WEGRZYNEK

a recognized leader in the foreign language publishing field for the past five years; advocate of the A. B. C. movement among foreign language publications and executive secretary of the Association of Foreign Language A. B. C. Publishers, established in close co-operation with the Foreign Language Committee of the A. A. of A. A.; as former publisher introduces into the special agency field a new—long ignored—view-point on advertising methods employed in reaching the foreign language market, becomes President and General Manager of the

American Association of Foreign Language Newspapers, Inc.

A Special Foreign Language Agency

The time is peculiarly opportune to offer Advertising Agencies and Advertisers the type of special foreign language agency service they have wanted for years.

Mr. Wegrzynek's past record assures that there is to be a "new deal" in the foreign language field—absolute frankness, resolute fighting of shams, stubborn insistence on honest service.

The forces for good in the American advertising world will welcome the entry into this field of a man of Mr. Wegrzynek's calibre.

American Association of Foreign Language Newspapers, Inc.

M. F. WEGRZYNEK, Pres. and Gen. Mgr. M. J. PESSIN, Treas. JOS. ELLNER, Secy.

215 Fourth Avenue, New York

WANTED

a

Young Copy Man

who also knows the mechanics of advertising, and recognizes a good layout when he sees it. He can make some money, learn a lot more about advertising, and enjoy unequalled working and living conditions by coming to an agency located in an interesting city near New York. We handle some conspicuous national accounts. The man we want is a Christian, probably is married and is now restrained by the limitations of an advertising department, a highly departmentalized agency, or the service department of a printing concern.

*Give full particulars in
first letter
Do not send samples*

Address "F," Box 285,
c/o Printers' Ink

Foreign Trade Convention for Seattle

"Foreign Trade Essential to Prosperity," is the general theme adopted for the twelfth national foreign trade convention of the National Foreign Trade Council which will be held at the Olympic Hotel, Seattle, Wash., on June 24, 25 and 26.

Addresses at the first general session, which will be called to order by James A. Farrell, chairman of the council, will be on "The Foreign Trade Outlook," "The Commercial Future of the Pacific Area," and "Selling America Abroad."

Addresses at the second general session will be made on "The Merchant Marine" and "The Relation of American Banking to World Rehabilitation," and at the third general session, on "Trade and International Stability."

Group sessions will discuss advertising and selling methods, packing, shipping, and credits, for trade with Japan, British India, China, the Philippines, the Dutch East Indies, and Mexico.

Field & Flint Advertise New Shoe Sales Idea

"Foot-Joy Features" in the Burt & Packard "Korrect Shape" shoes for men present a new selling idea for shoe dealers, the Field & Flint Company, Brockton, Mass., informs the trade in business-paper advertising. This product is being advertised in a half-dozen national magazines. The company is also the maker of Anatomic shoes for men.

Eureka Vacuum Cleaner Sales Higher

The Eureka Vacuum Cleaner Company, Detroit, reports net sales for the year 1924 of \$9,614,790 as compared with \$8,215,162 in the previous year. Net profits for 1924, after deductions including Federal taxes, were \$1,601,660, against \$1,575,948.

"Personal Efficiency" Appointments

R. G. Cole, who has been with *Personal Efficiency*, Chicago, has been advanced to the position of advertising manager. S. J. Perry has been appointed Eastern representative with headquarters at New York, and R. F. Farnham has been made Mid-Western representative.

With Pacific Telephone Company

Leo P. J. Munly, formerly copy man and production manager with Crossley & Failing, Portland, Oreg., advertising agency, has joined the directory advertising department of the Pacific Telephone Company, Portland.

Lauren T. Tuttles has been appointed advertising and sales manager of the Richmond Gas & Electric Appliance Company, San Francisco.

**Sheridan
Shawhan
&
Sheridan**
Advertising Agents
30 East 34th Street
New York

Have moved to
366 Madison Avenue
at 46th Street
The Marlin Rockwell Bldg.

EFFECTIVE

Newspaper Representation in WALL STREET

A COMPLETE organization of Financial and Steamship Advertising Representatives covering the Wall Street district effectively.

Eastern Financial Advertising Representatives of:

*Boston Herald-Traveler

*Buffalo Express

*Cleveland News

Columbus Dispatch

Milwaukee Journal

Minneapolis Journal

Philadelphia Record

*Pittsburgh Gazette Times & Chronicle Telegraph

Rochester Times-Union

San Francisco Bulletin

London, Eng., Times

Economist, London, Eng.

*Steamship Advertising representation in addition to Financial Advertising representation.

Robert S. Farley

The Only Organization of its kind in New York

25 Beaver Street, New York

New Accounts for Canadian Agency

R. A. Lister & Company, Limited, Hamilton, Ont., manufacturers of milking machines, cream separators and gas engines, have placed their advertising account with the Hamilton Advertisers' Agency, Limited, also of Hamilton.

Robert H. Hassler, Limited, Hamilton, manufacturer of Hassler shock absorbers, has also placed its Canadian advertising account with the Hamilton agency.

Santa Ana Agency Changes Ownership

The Keystone Advertising Agency, Santa Ana, Calif., has been purchased by Fremont Kutnewsky and Roy E. Miller. Mr. Kutnewsky was formerly advertising manager of the Fresno, Calif., *Herald* and Mr. Miller was editor and manager of the *Associated Grower*, Fresno. The firm name will be changed to Kutnewsky & Miller, effective April 1.

"Good Housekeeping" Adds to Staff

Hopper Payne, for a number of years with the A. W. Shaw Publishing Company, Chicago, and H. L. Markward, formerly with the *American Weekly*, have joined the Western staff of *Good Housekeeping*, with headquarters at the Chicago office.

Coffee Account for Guenther-Bradford

The A. J. Kasper Company, Chicago, importer and roaster of coffees, has placed its advertising account with Guenther-Bradford & Company, advertising agency of that city. Newspapers will be used in a campaign on Turkey Coffee.

Appointed Sales Manager of Butler Company

Paul J. Bailey has been appointed sales manager of the Butler Manufacturing Company, Indianapolis, maker of Bu-Nite steel-band pistons. He was formerly advertising manager of the Ace Motor Corporation, Philadelphia.

Dahlia Farm to Advertise

The Gills Brothers Seed Company, owner of a large dahlia farm at Russellville, Oreg., plans a national campaign on its dahlias this spring. The campaign will be directed by C. E. Ruppe, Portland, Oreg., advertising agent.

June Burn, previously engaged in advertising agency work, has been appointed advertising manager of Probert, Bissell & Probert, real estate developers, Washington, D. C.



The Presidents or Sales Managers of more than 200 National companies bought this book last month for their salesmen.

Written by a sales manager employing 115 salesmen. Reviewed by 6 newspapers and 4 magazines. Second edition almost sold out.

Send \$2 for sample copy. Price \$1.50 for 10 or more.

Write to-day

**Franklin Publishing Co.
357 Fourth Ave., New York City**

WANTED— Hardware and Advertising Man

We are looking for a man with the following qualifications.

He will have sold hardware behind the counter or on the road. (Experience in some other line might be acceptable.) Probably a college man. Has had experience in the sales or advertising department of manufacturer, jobber, or publication and has demonstrated ability to sell both ideas and merchandise.

He must know merchandising in hardware or similar field. He will be about 30.

His job will be to sell hardware advertising in a leading publication. A good salary and a bright future. Give full details on education, experience, religion, age, salary expected, etc., in first letter. Replies will be held strictly confidential. Address, "N," Box 289, care of PRINTERS' INK.

Practical Personal Attention

Having been identified with the production departments of several agencies I selected my printing equipment to fit the special requirements of advertisers.

Also—I give my personal attention to every order—large or small.

Louis Keiser

Printing for Advertisers
229 West 28th St., New York
Telephone PENnsylvania 7921

Wanted High Class Man as Agency Vice-President

A New York agency, having full recognition and handling some well-known National accounts, has an opening as Vice President for a clean-cut man who is capable of developing new business.

This is a rare opportunity that should appeal to a really successful account executive or solicitor. He must be a Christian, of exceptional ability, high character and pleasing personality—and have enough confidence in himself to work on a very liberal commission.

He will be backed by a creative service of unusual distinction which has established for this medium-sized agency an enviable standing. As soon as results justify, a substantial stock interest will be arranged.

Write in complete confidence, stating experience, age, religion, etc.

Address "K." Box 288, care Printers' Ink

Time for Advertising to Drop Its Hokus Pokus?

(Continued from page 6)

Most of them had something very interesting to say about the commodities they were supposed to represent. The very highest-priced artists were employed to embellish them. Generous proportions of space were used and, as there were seldom more than two or three advertisers in a given line, people generally bought the Arrow when they wanted collars, either Colgate's or Williams' when they wanted shaving soap and some kind of Wrigley's when they felt called upon to chew gum. The advertiser who was seen the most, who made the most pleasing propositions, who intruded in the most ingratiating way finally found that he was getting the most business.

ELABORATE RECORDS

His advertising agency kept elaborate records of the relative value of different appeals, of costs-per-inquiry and cost-per-sale, but I wonder if his art did not rest more on his ability to understand people and to tell a story in a way that would convince people than in all this elaborate machinery.

* * *

What is research in an advertising agency but "a diligent and protracted seeking of facts" from which to prepare intelligent advertisements? What is psychology but a diligent and protracted study of the mind?

The year 1925 marks the end of the first quarter of the twentieth century and we have made great strides. The publishers' representative and the advertising agent are now respected as business men specializing in utilizing a great economic force, but we are still talking a lot of hokus pokus that should be relegated to bygone days.

Isn't this a good time for us to be certain that our feet are on the ground?

WANTED:

*...a man with
I D E A S*

and the ability to express them

We need another writer—we will employ two, if they meet our requirements. Naturally, education counts, experience counts, personality counts—but only insofar as they contribute to the applicant's ability to write good advertising. By good copy, we do not mean glowing platitudes and rubber-stamp phrases. We mean copy with the sparkle of human interest in it, copy that hits people where they live.

If you think you can write that kind of copy, we would be glad to have you prove it to us. Write us a letter, telling us what you think we should know about you, and naming the starting salary you would expect. Enclose samples of your work—they will be returned to you.

We are growing—the copy writers we need are additions to our Cincinnati staff, not replacements. If you come with us, you will be joining an organization where there are no silk hats—no "prima donnas." Instead, there is an honest spirit of cooperation—real team work. If you show ability, you won't need to worry about advancement.

But the first thing is to show ability. Show it—in your letter to us.

The Ralph H. Jones Company

ADVERTISING

431 MAIN STREET, CINCINNATI

171 MADISON AVENUE, NEW YORK

MEMBER:

American Association of Advertising Agencies

We Need Six—

four men and two women who are experienced on sales dictation and handling of salesmen and women by mail. A real opportunity for you in a rapidly growing National Organization with headquarters in a small town. Tell your entire story in your first letter and send with photograph or snapshots to

ERNEST R. CONRAD
General Sales Manager
Windswept Farms
Henderson
Jefferson County, N. Y.



Howell Cuts 

for houseorgans
direct mail and
ad proofs' other advertising

Charles E. Howell • Fisk Building • New York

Buffalo Metal Products Company Reorganized

Master Metal Products, Inc., has been organized at Buffalo, N. Y., to succeed the Geibel Metal Products Company of that city. J. F. Geibel is president; Merritt N. Baker, vice-president; E. E. Spangle, secretary, and E. J. Tate, treasurer and general manager.

The name of the company's principal product, the Kitch-N-Kan, has been changed to Kitch-Kan. A complete line of metal kitchen utensils is planned. Business paper and direct-mail advertising is contemplated as soon as dealer connections are established.

H. C. Bodman Becomes Manufacturers' Representative

Harold C. Bodman has started a business under his own name as a radio manufacturers' representative with offices in New York. He also has become associated with *Radio Merchandising*, New York, as editorial director. Mr. Bodman formerly was secretary and a director of Popular Radio, Inc., and the New Fiction Publishing Corporation.

Certificates for Swiss Watches Advertised

The American Watch Importers Association, Inc., New York, is using business papers to inform the trade that "Lion of Lucerne" certificates will accompany every imported Swiss watch endorsed by its committee on examination. A list of "Accredited Watches" which have met the tests is given and a booklet, "Protection for Swiss Watch Buyers," is offered.

Purchasing Agents Convention for Milwaukee

The National Association of Purchasing Agents will hold its tenth international convention and "informashow" at the Municipal Auditorium, Milwaukee, from May 25 to 28. Walter H. Wenzel, Vilter Manufacturing Company, Milwaukee, is general chairman.

Zenith Radio Corporation Appoints T. E. Carnahan

Thomas E. Carnahan, formerly with the H. W. Kastor & Sons Company and the Arnold Joerns Company, both of Chicago, has been appointed advertising manager of the Zenith Radio Corporation, Chicago.

H. E. Kuhlman Joins Yost-Gratiot

Harry E. Kuhlman has joined the copy and production department of Yost, Gratiot & Company, St. Louis advertising agency. He was formerly with the J. H. Cross Company, Philadelphia advertising agency.

Wanted!

An opportunity to tackle a big space building job. A man with a remarkable sales record in widely diversified publishing fields—a driving business producer who can inspire a sales organization with his energy, enthusiasm and creative ability, seeks an opening as Advertising Director. Address H. M. Love, 689 Madison Ave. N.Y.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 4043 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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D. M. Hubbard

Russell H. Barker

Washington: James True

London: Thomas Russell

NEW YORK, MARCH 26, 1925

High Prices During the last
—Low few years fully
Profit 90 per cent of
the shoe jobbers

have been eliminated from business. This is a statement made to a PRINTERS' INK staff writer recently by Jackson Johnson, chairman of the board of the International Shoe Company. The jobbers had to go, according to Mr. Johnson, because there were so many of them that they could not handle shoes in sufficiently large quantities to make any money for themselves or to pass along any worth-while advantages to the retailer.

Mr. Johnson's remarks are particularly significant at this time because he believes that the same

conditions apply to the retailer.

It is generally agreed that the retailer today is making very little money. He gets high prices, and as a result is looked upon as somebody who is gaining riches at the expense of the people. But anybody who knows the inside of the merchandising situation is well aware that these high prices do not mean high profits.

The manufacturer who produces the goods sold by the retailer is not rolling in wealth, either.

What, then, becomes of all this money paid by the consumer, out of which somebody ought to make a satisfactory profit but which, relatively speaking, yields only a nominal profit or none at all?

It is eaten up in high distribution cost. Too high distribution cost is a strictly uneconomic factor which causes commodities to cost everybody more than they should, without giving anybody corresponding benefit. If an one element, or any two elements in the process could make a profit in any way commensurate with the high prices charged, the situation would have its compensations. The man who makes more money, be he manufacturer, jobber or retailer, is going to spend more. All elements, including the consumer, are going to gain then directly or indirectly. But high prices made necessary by uneconomic distribution place a heavy burden on all and then the proceeds of this burden are thrown away. They vanish. They are wasted. Nobody gets them.

Manufacturers, jobbers and retailers should realize that a merchandising system based to a greater extent on mass production and volume distribution is inevitable. The man who makes merchandise and the one who sells it have got to operate on a more comprehensive basis. They have got to handle goods in larger quantities. They produce, or handle, merchandise in too small lots and this is why they make no money.

Does this thing in its eventual working out mean that there will be fewer retailers? Probably.

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Mr. Johnson is among those foremost merchandising authorities who can see no other outcome. It may mean fewer manufacturers as well. There are about 1,600 shoe manufacturers in the country today as against 2,000 a few years ago.

In regard to one angle of the situation there need be no speculation. This is the one having to do with advertising and general sales effort. As competition narrows, thus placing distribution on more nearly a scientific basis, advertising and fighting salesmanship are bound to increase. For these are the forces that produce volume.

The Banker's Growing Interest In Advertising Just as the life insurance companies have found it profitable to teach their policyholders how to live to a ripe old age, so bankers are beginning to take a live interest in lowering the commercial death rate. A writer in the Boston *Transcript* says:

"Ten years ago the expert accountant investigating a business was chiefly interested in its value as a going concern. The banker, while similarly interested, gave serious thought to its possible value in the event of its reaching the business junk pile. Their mutual experiences, however, have taught both banker and accountant a new theory of their relation to each other and to business in general.

"Progressive bankers today are urging their depositors to bring their business problems to the officers of the bank and are thus putting a vast store of valuable knowledge at the disposal of business, big and little, in the communities they serve.

"Audits made by accountants of the banks are disclosing to many merchants that their apparent prosperity is far from real, and based upon ignorance of their actual costs of production and distribution.

"A number of the larger banks throughout the country employ the services of industrial engineers

to make studies and recommendations with regard to the mechanical equipment and operation of business among the bank's customers. They go into every detail in determining the strength or weakness of the business under consideration; the relation of plant equipment, transportation, sales territory, and general distribution and merchandising to cost."

One of the causes of high business mortality is the lack of a progressive sales and advertising policy. A mistaken idea of what advertising can and cannot accomplish, lack of expert guidance of the advertising, the mental attitude that leads the advertiser to think of advertising as a thing apart, having no close connection with the other departments of his business—such conditions arising from a lack of proper advertising information lead to avoidable waste of money.

A certain number of big and progressive banks are taking a close interest in the advertising methods of the manufacturers who bank with them and borrow from them. There are men in those banks who have a real knowledge of the part advertising plays in general distribution and merchandising problems and the effect it can have on the unit cost of production. They want to know where the manufacturer is spending his money and how. They want him to have the same sort of expert advice in his advertising as he gets in his production and accounting departments. They realize that it is essential for their customer's progress that his advertising expenditure be administered with the same care and watchfulness as expenditures for new buildings, equipment or machinery.

The sales promotion which a manufacturer is doing now to insure the stability of his future markets, is coming in for close scrutiny and attention from the banker. This attitude is a big change from the time when a banker looked at a business primarily from the standpoint of what it would bring if it reached

the business junk pile. This growing interest of the banker in the advertising methods of his customers is a healthy sign and one which, if adopted on a broader scale, would do much to keep many businesses from making mistakes that lead them into serious trouble.

The President vs.

The General Manager

in business. A few years ago nearly every business had a "general manager." Today, comparatively few businesses have an executive with that title.

Of course the job of general manager still exists. The work of a general manager still has to be done. It is only the title that is disappearing. The duties of the general manager are gradually falling into the hands of the president of the company. More and more is he becoming the chief executive of business. The other executives are specialists, in charge of certain activities of the business. The president co-ordinates their work.

This fact is brought out rather interestingly by Arthur Stringer in a series called "Power," which is now running in the *Saturday Evening Post*. The story is supposed to be the autobiography of a railroad president—John Rusk. In writing of the subject of this editorial, Mr. Rusk has the following to say:

In the earlier days it was customary for the general manager to control traffic and the treasury, the accounting and the legal departments, and the purchase and stores department as well; but the title of president is now given to the officer co-ordinating these departments. The whole thing, however, is pretty fluid, and the later tendency is to delegate the specialized duties to specialized heads, called vice-presidents. So though titles over doors or in the corner of letterheads may remain the same in type and lettering, strange changes can creep into the significance of those titles; one can fade away until it stands for little more than a sinecure discreetly endured, and the other can grow and take on acquired meaning until it masks "the power behind the throne."

PRINTERS' INK's own subscrip-

tion list confirms Mr. Stringer's observation. While the number of general managers on our list remains fairly stationary from year to year, the number of presidents increases substantially each year. The number of vice-presidents in charge of specific activities, such as the selling end of the business, is also steadily on the increase.

What does this indicate? It means that a business needs many executives who specialize in the direction of the different activities of the company. But it also needs a co-ordinator whose job it is to see that the work of these specialists does not run too far apart. Who is better able to co-ordinate these ramified activities than the president who keeps himself well informed on all the functions of the business?

Exaggerated Ego A writer in the *American Mercury* makes the statement that many men in business "seek to rise, not by inherent merit, but by clawing down someone else . . . it is my belief that these dominative complexes cause more trouble in business than thieving and laziness, for they are more common."

This attitude in business was far more common fifteen years ago than it is at present. Yet the dangerous philosophy does still persist in some organizations that the only way to get ahead is by stepping on some other member. The dominative type, so often found in the selling end of business and sometimes very successful there, just as often proves disturbing when he gets into the management end of an organization where helping the other man succeed had previously been the business creed.

A judge, in sentencing a successful salesman - executive to prison recently for shooting a man, summed up the trouble with the too dominative type. "We have here," said the judge, "a man of exaggerated ego which permitted of no restraint and which allowed a small measure of early success to go to his head."

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

**AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS**

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

and effective

January 1st, 1925

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Note: The addition of the *Loose-Wiles Biscuit Co.*, upon whose problems the Newell-Emmett Company has been engaged since last May, gives to this agency a total of six clients at

the end of six years' existence. This insistence on slow growth, permitting concentrated and thorough study of each client's problems, is an integral part of the agency policy outlined above.

PRINTERS' INK MONTHLY

ROSS PUBLISHING COMPANY, Inc., Publishers, 115 Madison Avenue, New York

Individual Treatment as Applied to Salesmen

By Frank R. Jones

Vice-President and General Sales Manager, Johnson & Johnson, Inc.

HAVING been engaged in sales promotion work for a period of forty years, I must confess that within that time, realize that the ideas will not come and will not in any way be used with unani-

ousness. I have observed that every company of any size engaged in the production of products is over

with advice from

and growing "Sales Experts"

Promotions and Engi-

neers and claim

operate a business

better than the

those who have been

in business for many

years.

Early in my

learned, to my

astonishment,

that in charac-

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After the

the marketing

Advertising Club News

Sir Charles Higham at Sphinx Club

In the absence of Joseph P. Day, the president, Frederic Parker Humphreys, one of the vice-presidents, presided at the March 19 dinner of the Sphinx Club, which was held at the Waldorf-Astoria, New York.



SIR CHARLES
HIGHAM

ten years. He also emphasized the futility of developing markets which could be destroyed overnight by a declaration of war.

* * *

London Convention Golf Trophies Presented

The News of the World Trophy, which was offered to the winner of the Walton Heath golf tournament at the London advertising convention last July, was presented to Dr. A. R. Gardner of the Waterbury Dental Company, New York, at a meeting last week of the Advertising Club of New York.

At the same time Gilbert C. Tompkins, of Stanford Briggs, Inc., New York, was presented with two trophies which he had won in the same tournament. Both winners are members of the New York club and the presentations were made by H. H. Charles, president of that organization on behalf of the *News of the World*, London. The News of the World Trophy will be held by the New York Advertising Club and offered for competition at following conventions of the Associated Advertising Clubs of the World.

* * *

A. D. Lasker to Address New York Club

Albert D. Lasker, president of Lord & Thomas, will be the speaker at the next meeting of the newspaper group of the Advertising Club of New York, which is to be held on March 27.

* * *

California Advertising Service Association to Meet

The California Advertising Service Association will hold its semi-annual convention from April 15 to 18 at the Hotel Rafael, San Francisco.

Better Business Bureau Recommended for New Bedford

The organization of a Better Business Bureau in New Bedford, Mass., was recommended by the members of the retail division of the New Bedford Board of Commerce at a meeting last week. The resolution asks the board of directors of the Board of Commerce to undertake the formation of the Bureau. This action was taken following a speech by Edward L. Greene, special representative of the Associated Advertising Clubs of the World, who explained the successful operation of the Boston Better Business Commission, of which he was manager.

* * *

Tulsa Bureau Asks Support on Record

In asking the continued support of Tulsa, Okla., business men, the Better Business Bureau of the Tulsa Advertising Club enumerated the high spots of its last year's work in its annual report. Among these are mentioned 580 investigations and inquiries involving over 300 different firms and companies in more than fifty lines of business, and the fact that because of a knowledge of the Bureau's existence and activities, many crooked stock promoters were prevented from making Tulsa their headquarters.

* * *

J. H. Neal to Broadcast Talk on Advertising

"The Activities and Accomplishments of the Associated Advertising Clubs of the World" will be the subject of a radio address by Jesse H. Neal, secretary-treasurer of the association, from Station KDKA, operated by the Westinghouse Electric and Manufacturing Company, Pittsburgh, at 8:30 P. M., on March 31.

* * *

Los Angeles Club Presents Gavel

The Advertising Club of Los Angeles, Calif., recently presented a gavel to the San Bernardino Advertising Club. The contact committee of the Los Angeles Club, of which Henry E. Millar is chairman, has presented gavels to several of the new clubs in Southern California.

* * *

Jacksonville, Mich., Has Club

J. C. Watts is president of the Jacksonville, Mich., Advertising Club, which was formed recently. Robert Coe is secretary-treasurer of the club which has thirty-five members.

* * *

Two New Clubs Planned in Middle West

A movement is now under way to organize new advertising clubs in Dubuque, Iowa and Topeka, Kans.

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Dayton

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Associated
World.

New York Bureau to Extend Activities

The Better Business Bureau of New York has been invited to extend the work of its Merchandise Section to Brooklyn as the result of action taken by the Advertising Club of the Brooklyn Chamber of Commerce at a luncheon meeting last week.

This work will be under the supervision of H. J. Kenner, vice-president and general manager of the New York Better Business Bureau. Mr. Kenner attended the luncheon and explained the bureau's plan of operations.

The Brooklyn club adopted a committee report which recommended that for reasons of efficiency and economy Brooklyn retailers and wholesalers should join New York firms in this type of work so that one central and effective Better Business Bureau organization could cover Greater New York.

Present plans call for the raising immediately of \$15,000 as the Brooklyn quota of the total budget necessary to carry on the work of the merchandise section of the bureau for the year ending January 31, 1926. Present members of the merchandise section, which began on February 15, have subscribed \$50,000.

Charles P. Royce, president of the Brooklyn Advertising Club, presided at the luncheon meeting. Edward L. Greene, of the Associated Advertising Clubs of the World told of the work of Better Business Bureaus and explained the methods by which advertisers are persuaded to avoid misleading advertising. Representatives of leading Brooklyn firms pledged their financial support.

* * *

Waterloo, Ia., Club Organized

The Waterloo, Ia., Advertising Club completed its organization at a recent meeting which was attended by thirty-five members who were enrolled as charter members of the club. L. W. Jaeger, of the Bartles Shepard Oil Company, was elected president and Mrs. Elizabeth Kenney was made secretary and treasurer. The directors are M. B. Greenberg, Paul Davis, E. Kiester, F. F. Collard, Jr., and F. C. Wyant.

* * *

Dayton Has Better Business Bureau

Organization of a Better Business Bureau at Dayton, Ohio, has been completed and an operating fund of \$10,000 has been raised. Steps are now being taken to affiliate the bureau with the Associated Advertising Clubs of the World.



H. J. KENNER

Portland, Oreg., Clubs Merged

The Advertising Club of Portland, Oreg., and the Advertising Men's Association of that city, have been consolidated. This is the culmination of a movement which has been under way for some time.

The event was solemnized with a wedding which took place at a joint meeting of the two clubs, which was held last week. Miss Peggy Perkins, as the bride, represented the Advertising Men's Association, and Paul T. Shaw, president of the Advertising Club, was the groom. William B. Ryan acted as godfather and gave the bride away. Lloyd Spencer, president of the Pacific Coast Advertising Clubs Association, performed the ceremony.

The officers of both clubs will preside alternately at club meetings until the election in May, when officers of the merged association will be elected.

Committee Formed to Direct Advertising of Buffalo

Raymond E. Walz, of Walz-Weinstock, Inc., Buffalo advertising agency, has been appointed chairman of a recently formed publicity committee of the Buffalo Chamber of Commerce, which will direct the work of its new publicity bureau and plan a national advertising campaign for the city.

Other members of this committee are: R. G. Hatch, advertising manager, Stewart Motor Corporation; J. A. Archibald, Jr., Barton, Durstine & Osborn, advertising agency; Malcolm Baird, Baird-Hettrich, Inc., advertising agency; Edward M. Kelly, Edward M. Kelly, Inc., advertising agency, and Ernest D. Anderson of the Buffalo Evening News.

Death of William L. Roberts

William L. Roberts, managing director of the Employing Printers Association of New York, died at New York on March 16. He was fifty-three years old. Mr. Roberts was editor of *Advertising & Selling* for several years before becoming executive secretary of the Church Advertising Departmental of the Associated Advertising Clubs of the World in 1917. He later was associated with the James Advertising Agency, New York, as general manager. Prior to joining the Employing Printers Association, Mr. Roberts had been a member of the advertising staff of *Physical Culture*, New York.

F. L. Parrill Joins Los Angeles Agency

Frank L. Parrill, formerly sales promotion manager of The Prest-O-Lite Company, Inc., Indianapolis, has joined the staff of Hammel Sutphen & Company, Inc., Los Angeles advertising agency. He was at one time advertising manager of the Cole Motor Car Company, Indianapolis, and later was with the Chilton Company, Philadelphia.

The Little Schoolmaster's Classroom

THE president of a shoe manufacturing company happened to be passing a local automobile salesroom and went in to take a look at the new models. He was just looking. He had been in before, but was not ready to buy until June. He didn't want to be oversold. He believed he was entitled to a look without a strong-arm solicitation.

"The first thing that impressed me about the young man who waited on me," he told the Schoolmaster, "was that he showed me the new models, but when he discovered that I was not ready to be sold he didn't force me. He used tact and good judgment. But he was on the job to give me service.

"Here's something I want to show you anyway," he said. "It will make your present car give you more satisfaction until you drive off for your tour in the new one."

"Unscrewing the lamp socket on the dash he pulled out a line of wire and showed me at the end of it a little flashlight—a permanent flashlight, one might call it, because it stayed lit from the dash. As if by accident, he let the thing fall and I was surprised to find it held on one of the mud guards. It was highly magnetized so that it could be placed for use on any metal part of the body of the car. He used this dramatic method to impress me. Instead of argument, he demonstrated to get my interest.

"Then, somehow, having discovered from our previous conversation that I was interested in fishing, he explained to me that it would be far better to stick this little flash on any part of the car and to put away my tackle by this light instead of by the glare of the headlights, because they would attract all sorts of flies and mosquitoes. This, I knew to be true from previous experience, so I bought the new kind of flash for

a small sum to use on my own old car.

"I have sent three friends in there since. He sold all three a flash and interested one of them in a car.

"This fellow made me realize that he wanted to keep his selling hand in, that he wanted to sell me something of service even though he couldn't sell me the big product. That is one of the troubles I have had with some of my own salesmen. If they can't sell a man a big order they are apt to leave his office without selling him anything. When they are in the prospect's store I want them to sell him some item of service to him. He proved to me again that tact and a real desire to be of service is the best kind of selling.

"I liked his whole attitude toward his job so well that he is going to start to work for me on April 15."

* * *

The back files of *PRINTERS' INK* are a fruitful source of *memorabilia* of Artemas Ward, well-known advertising man, who died recently in New York at the age of seventy-six. The outline of his career, which appeared in our issue of March 19, and other comment about him in the current issue, contain many quotations from his numerous contributions. Much of what he wrote appeared over his own name. Many other items, however, were written anonymously.

He had a laconic and incisive style, almost instantly recognizable. He believed in brevity, not only in advertising but in his correspondence—in exercising a fine economy of words in getting the thing said.

When interviewed upon one occasion he said:

"The typewriter has one disadvantage—it enables a man to tell pretty much all he knows, including his troubles, to his stenog-



MALLORY
HATS

Low Cost "Circulation" That Pays Big

Hundreds of prospects for your product pass one dealer's store each day. Multiply that number by 300 business days in the year. Then again multiply the volume for one dealer by the total number of your distributors—the result is a tremendous "circulation" that you can buy at the very minimum of cost.

Your medium—Flexlume Electric Signs in front of your dealers' stores. Circulation cost—a few cents a night per sign for electric current and occasional replacement of lamps. No operating expense during the day.

We have a try-out plan by which you can test Flexlume's effectiveness with a limited number of signs, which will enable you to prove results in advance of a larger commitment. Write for details today.

FLEXLUME CORPORATION

1040 MILITARY ROAD BUFFALO, N. Y.

Flexlume Offices All Principal Cities
Factories also at Detroit, Los Angeles, Oakland,
Calif., and Toronto, Ont.



LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND COMPLETE

THIS exceptionally low price applies to lots of 25,000 lithographed in black on our White Paramount Bond, 20 lb. basis. On billheads, statements, note heads and half size letterheads, size 5½" x 8½" our price is 90c per thousand. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Booklet of engravings and prices, also samples of our work will be sent you on request.

Lithographed Envelopes to Match
\$1.50 per Thousand

GEO. MORRISON CO.
422-430 East 53rd St. New York City
TELEPHONES PLAZA 1874-1875
Established 1898 Incorporated 1905

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Ave. New York

American Lumberman

Published in CHICAGO

Member
A.B.C.

READ wherever
Lumber
is cut or sold.

rapher, and to her is given the task of writing it all out on the machine and passing the message along to an innocent party. If a man had to write his own letters long-hand, he'd cut out the frills, and get to the final period in a hurry.

"I'll give any man a dollar for every letter of mine that turns the page, if he'll give me half a cent for every one that doesn't. That's big odds, but I'd win. The best report that can be made by an advertising manager, a salesman, or any other soldier of commerce, is *veni, vidi, vici.*"

As a sample of Mr. Ward's copy style, there appears an advertisement for PRINTERS' INK in an old number for which Mr. Ward wrote the copy:

"Some men pay \$10,000 for an expert to manage their advertising. There are others who pay for an annual subscription \$2,000 to PRINTERS' INK and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one."

Brevity, pith and clarity—a long story condensed to four short sentences. Written thirty-five years ago, it need not hang its head in shame before present-day examples of copy writing.

* * *

When E. V. Connett & Co., Inc., of Orange, N. J., announced their intention to retire from business a few weeks ago, a story was published telling of the beginnings of this fine old hat manufacturing firm. It seems that the Connett family began to make hats in 1815. The business was started by William Connett, the great-grandfather of the present president of the company. The enterprise was launched in a small way near Rahway, N. J.

The founder was obliged to run a general store as well as his hat business. At least some of the hats that he made were sold in the general store, Mr. Connett accepting in payment for them, butter, eggs and other farm supplies. In turn he took the supplies received in

Something new under the marketing sun

THE Advertising Stores are bridging the gap between maker and buyer, opening new channels of trade, strengthening old ones, saving money and time for manufacturers whose distributing costs have been too high.

Mr. Producer, see what the Advertising Stores can give you:

1. Permanent, attractive exhibits
2. Superb window displays
3. Special advertising sales to introduce or popularize a product direct to consumers
4. Expert demonstrations
5. Distribution of consumer literature
6. Consumers' consultation service
7. Widespread publicity
8. Consumer advertising
9. Coupon center

Twenty-six *non-competing* lines only can get this service in a city. The first Advertising Store opens April 15th, in New York's buying center. Store No. 2 opens shortly in Chicago. Others follow rapidly in all strategic markets.

Mr. Producer, Mr. Manufacturer, Mr. Grower, the Advertising Stores are of vital importance in your merchandising. Yearly contracts are closing now. Telegraph or write for our representative to explain this tested plan.

SHAW ADVERTISING CORPORATION

Operating Advertising Stores

25 West 43rd Street, New York City

a letter or a circular?

Bond is the proper paper for a letter. Printers find it difficult to print illustrations on bond and so their illustrated letters often appear on coated papers, or super-calendared or machine-finished papers, giving the effect of circulars.

We have brilliantly solved the problem of illustrations on bond papers.

Our illustrated letters are *letters*, not mere circulars.

May we send you specimens?

OFFSET GRAVURE CORPORATION

110 Seventh Avenue
Long Island City, N. Y.
Tel.: Astoria 7101

FOR \$35.00 CASH

you can get your 2-inch Ad in 130 Country Weekly Newspapers—60 in New York State, 40 in New Jersey, 25 in Pennsylvania and 5 in Connecticut. These papers are read. Price includes making cut.

LAURENCE F. DEUTZMAN
AGENCY
Smithtown Branch, L. I.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local Individuals, Professional, Business Concerns.

99% GUARANTEED 5¢ each

ROSS-Gould Co 547 N. 10th St. St. Louis

CANADIAN ADVERTISING

SMITH, DENNE & MOORE

TORONTO—Lumsden Bldg.

this way and gave them to his workmen in payment for their services in making the hats. The Schoolmaster does not vouch for the accuracy of this story, but in the main it is undoubtedly correct. At that period selling was still largely done by barter.

Most of the early hat manufacturers in this country were pathetically small. As a rule they operated in this way: A sales agent bought the fur and sent it to some small hat man to be made into hats, under the sales agent's name. The business really belonged to the sales agent. The manufacturer was virtually working for wages. He was at the beck and call of the sales agent. He had little opportunity to build a business of his own.

This was typical of the way business was carried on in many fields in the early days in this country. To a certain extent the custom still prevails in a few lines although in not quite such a primitive fashion. In some textile lines even today the sales company dominates the manufacturer.

* * *

They are putting up a new skyscraper across the street. The riveters' chorus assails our ears this minute. The dull blows of a hammer on wood adds its note to the music and the engine which runs the giant cranes sputters along like an angry old lady scolding a boy who wouldn't wipe his feet.

They are putting up a building right before our eyes—about a score of men, one would say. They are the only ones to be seen,



CALL IN

LIMITED.

\$12000 A Year For An Advertising Solicitor

Somewhere there is a conscientious evenly balanced hard working advertising solicitor whose earnings have not kept pace with his ambitions.

He now handles a fair amount of business—but NOT enough under the usual agency commission arrangement to make it really profitable.

To such a man—a long established financially sound Chicago Advertising Agency, with a rating of \$300,000, offers \$12,000 a year at the start and unusually attractive opportunities for rapid advancement.

All communications will be held in strict confidence.

Address "M," Box 287, care of Printers' Ink.

Mar. 26, 1925

SELL BY DIRECT MAIL

"Anything that can be sold can be sold by mail." Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$63,493.00 in 10 days; a retailer sold \$22,896.20 in 30 days. Send 25c for a copy of **POSTAGE** Magazine and actual copies of these two letters. If you sell, you need **POSTAGE**. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of usable cashable selling ideas.

POSTAGE, 18 E. 18th St., New York City

George W. Tryon

Times Building
New York

Secures hotel accommodations at leading hotels in large cities and resorts for newspaper and magazine publishers and their representatives in exchange for space.

CATALOG PRINTERS

SINCE 1842

"America's Foremost Printing Plant"

Prints the finest Catalogs and Color work, at prices that are low. Correspondence invited. Estimates given.

HARTH - DE VINNE PRINTING SERVICE
20 West 34th Street New York City

Save \$5.00 Postage Per Thousand
Pallen's Return "Cash-Order" Device

That **PULLS AT LESS COST** more
Subscriptions, Renewals,
Classified and Cash Mail Orders
under the new postage rate

**IS
ONLY 1½ cents**

Send for sample and prices
J. PALLEN & CO., Columbus, O.

If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. High grade direct-by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "H." Box 84, care of Printers' Ink.

crawling like flies out on the ends of steel girders, dancing twelve stories above the street, waiting for a girder to swing into place, catching white hot rivets in buckets. Everything seems timed to the minute, the girder swings toward two men (underpaid, according to the Schoolmaster's notions, whatever their wages) who hang over the edge of the canyon. They wheedle and coax it into place while we hold our breath, the riveters follow, and another floor seems to build itself as we watch.

Somewhere out of sight below the girders there is, one knows, a man who sits and looks at a plan worked out in smallest detail—months before. The girder, that fits so exactly into the place ready to receive it, the rivet now being noisily driven home, the man who just caught that white-hot bit of metal in his pail, those sparks dropping down the necks of the two unconcerned workmen on the floor below, all these and the other apparently unrelated activities are going on toward a definite object because somebody planned it carefully long ago. There is no waste motion. Everybody seems to be doing the thing expected of him at the right time, in the right way. Every individual is working in harmony to make the paper plan become a big reality, a sixteen-story building that the Schoolmaster hopes won't shut off any of the sunshine that now filters through the window.

Joins Westchester Corporation

Paul Morton Trout has been appointed assistant to the president and director of sales of the Westchester Bond & Mortgage Corporation, Mount Vernon, N. Y. He was formerly with the Babson Statistical Organization.

PAINTED OUTDOOR ADVERTISING

COLOR, PERMANENCE AND ECONOMY

We own and maintain Painted Bulletins
in 137 cities and towns of Northern N.E.

THE KIMBALL SYSTEM

LOWELL - MASS.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents
TORONTO MONTREAL WINNIPEG

California Peach and Fig Growers to Reorganize

A plan for a reorganization of the California growers' association, marketing dried peaches and figs, has been prepared by a committee of thirty-eight growers elected from all parts of the peach and fig growing area of California.

Two new corporations are proposed: the California Peach and Fig Growers of California, and the California Peach and Fig Growers of Delaware. The first organization is to be formed as a membership association under the California co-operative laws. The second is to be a capital stock organization formed under the laws of the State of Delaware, to function as a subsidiary, financing and processing peaches and figs delivered to the California association.

A new marketing contract, covering eight years, 1925 to 1932, has been drafted and submitted to the nine thousand peach and fig growers. As soon as growers representing 80 per cent of the peach and fig acreage have signed the contract, the actual formation of the new association will be undertaken.

R. C. Hudson Again Heads Madelon Chain

Ralph C. Hudson, president, O'Neill & Company, Baltimore, has been re-elected president of Madelon Modes, Inc., which conducts forty-four stores throughout the country retailing coats and dresses under the trade name "Madelon." I. S. Sanger, treasurer, Sanger Bros., Dallas, Tex., has been elected vice-president; Charles A. Cook, Merchandise & Research Bureau, New York, vice-president and general manager, and Joseph F. Gatens, The Bon Marche, Seattle, secretary and treasurer.

Joins Welch Manufacturing Company

Mrs. Gladys E. Radebaugh, for several years in sales and research work for The Lampson Company, Syracuse, N. Y., has joined the Welch Manufacturing Company, Grand Rapids, Mich., store equipment, as an executive in the sales department.

John E. Wiley, formerly with Van Sant & Company, Baltimore advertising agency, has started an advertising business under his own name in that city.

To Manufacturers

EXPERIENCED SALES EXECUTIVE OR EASTERN REPRESENTATIVE AVAILABLE. University graduate, age 40, capable of managing, organizing and selling. Just the personality to enthuse a sales force. A-1 connections. Address, Box 34, New York Athletic Club, Central Park South.

Measure My Ability With Your Position

Young woman with four years of editorial, publicity and advertising experience with well-known Publishers and Advertising Agencies. Graduate of University of Chicago. Am at present employed in Chicago, but desire connection in New York City. Will match my time and effort against nominal initial salary with an employer who will offer a future opportunity.

"J.," Box 286, care of Printers' Ink, 230 S. Clark St., Chicago.

ADVERTISING ARTIST

Executive, broad experience, formerly cartoonist, versatile, past the fresh age and old enough to know good advertising and good art. Now head of studio, wants to connect with Florida Hotel and Real Estate Promotion and Advertising. Knows engraving and printing thoroughly. "E.," Box 284, care of Printers' Ink.

FOR CROSS WORD PUZZLES

SEE

BASQUIL OF BROOKLYN

Made to your order, or supplied from stock. All new and original designs.

ARTHUR BASQUIL
1635 Union St. Brooklyn, N. Y.

Multigraph Ribbons Re-inked

Our  process

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.
Dept. B. 67 West Broadway, New York City

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used

Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Printing: large suburban publication plant, seeks additional weekly and monthly publications. Lowest prices. Address, PRINTER, 8905 187th Street, Hollis, N. Y.

Ask for your copy of our Bulletin at your home address. It lists publishing properties for sale.

HARRIS-DIBBLE COMPANY
345 Madison Ave. New York City

SMALL OFFICE. Available May 1 for artist, publisher's representative or whatever harmonizes or does not clash with advertising agency. Corneil Ridderhof, 7th floor Times Bldg. Best location in New York.

Two Live Advertising Salesmen with established office can produce REAL business for one more REAL publication in Chicago territory. State your proposition. Friedman and Peck, Monadnock Building, Chicago. Telephone, Harrison 4056.

ADVERTISING REPRESENTATIVE
Exp. pub. repr. wants one or two first class papers in Central West from Cleveland office. 15 yrs. exp. in adv. Have covered this territory for past five years. Clean record, a producer. Age 36, married. Prefer commission with drawing. Box 813, Printers' Ink.

Large, well-known, modern printing plant, unincumbered and in healthy, going condition, needs young blood. Does not need money but wants best man in the business to step in and carry on. Can have all or part of the business. Nominal investment to right man depending on capabilities and following. This is an unusual opportunity and requires an unusual man. No trifling. Box 814, P. I.

HELP WANTED

Experienced salesman to sell successful mailing service to retail optical profession on liberal commission basis. Address by letter PUBLICITY ASSOCIATES, 1610 Aeolian Hall, N. Y.

Printing Salesman—advantageously employed, can make an excellent side-line connection with a progressive direct-mail advertising service agency. Liberal commission and subsequent drawing account arrangement. Give full information, in confidence. Box 810, Printers' Ink.

AGENCY CONTACT MAN

Advertising agency, recognized, adequately financed and thoroughly equipped, has unusual opening for a clean cut experienced account executive who can develop desirable business; reorganization in our staff makes possible this opportunity. Write fully and in confidence to, Box 831, P. I.

ADVERTISING SOLICITOR—Young man to represent mechanical trade paper in New England; headquarters Boston; state experience in detail, age, nationality and salary expected. Box 820, P. I.

ADVERTISING CONTACT MAN to manage well financed and recognized agency. State age, experience. Commission basis. Address Box 815, care of Printers' Ink.

ADVERTISING MAN
An experienced, intelligent and ambitious person with originality is desired. Must also be capable of sales management. Reply P. O. Box 831, Cincinnati, Ohio

STATISTICIAN—Young man or woman wanted by well-known New York advertising organization; college training preferred; experienced in condensing data, interpreting figures. Box 821, P. I.

LADY ADVERTISING SOLICITOR wanted for society publication, college trained. High-class calls; thorough co-operation. New York. Write confidentially. Box 811, Printers' Ink.

Young advertising man wanted who is especially experienced in planning and directing a mail campaign. Who knows general advertising and who is capable of doing publicity work well. Applicant may start on part time. Real future for right man. Box 817, Printers' Ink.

Advertising Salesman's Opportunity
With a trade paper house now owning six money makers. We have just acquired a new property and need a real salesman to handle it. This is an unusual opportunity to get in at the start and build up a large volume of business. At least 5 years' experience selling in N. Y. and on the road necessary. Salary and commission. Box 822, P. I.

Wanted—a man who knows merchandising—a man big enough to direct an established sales organization from coast to coast—capable of commanding a worthwhile salary. There is a place for that man with an internationally known, long established, successful manufacturer marketing a product extensively used by manufacturers and retailers. If you think you have the ability and your record will stand close investigation you'll qualify yourself by communicating by letter. Fred U. Dodge, 487 Orange St., Newark, N. J.

CATALOG SALESMAN

Old established New York Corporation specializing in high grade Loose Leaf Catalog binders, salesmen's sample binders, etc., is interested in connecting with a man whose experience, training and personality is such as to qualify him in calling upon advertising men, sales managers, advertising service organizers, etc. Preferably one who knows something about the make-up of catalogs. Unusually attractive opportunity for right man. State previous business record. Shepard Company, Long Island City, N. Y.

WE CONNECT THE WIRES

CAN YOU SELL display advertising space and create retail copy and layouts? If you have newspaper experience in this line and are ready for new connection at around \$40 to \$50, we have openings that will interest you. Tell us your story. Ask for our free registration terms. You make money—or we make nothing.

FERNALD'S EXCHANGE, INC.
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

ADVERTISING SALESMAN

We have opening for a wide awake business getter who is ready to make a real position for himself with leading magazine in large and growing field. Give details of experience, age and salary desired. Box 830, Printers' Ink.

WANTED—capable, experienced manager for subscription department rapidly growing magazine. Must be good executive, systematic and energetic. Perhaps you are assistant in some big magazine now and would like to have a better job. Address in confidence with no fear of the application going to your own employer because the position is vacant at the present time. Give full details. Box 818, Printers' Ink.

Third of a MILLION CIRCULATION NATIONAL WEEKLY NEWSPAPER
very low milline rate
WANTS ADVERTISING SOLICITOR

who knows agencies and large national advertisers. Give experience, age and salary expected. No triflers or flashes, please. Box 819, Printers' Ink.

WANTED

High grade typographer. Established printing plant in New York State printing high grade pamphlets, brochures and direct-mail advertising has opening for an artistic compositor for their better grade of work. In reply send a sample of work together with references, age and salary desired to start. Wonderful opportunity for experienced and ambitious young man. Box 823, Printers' Ink.

MISCELLANEOUS

ARTIST
can have space in our skylight studio. Congenial quarters; telephone service. \$20 monthly. HOLLAND ADVERTISING CO., 244 Fifth Avenue.

FOR SALE

Bound volumes of PRINTERS' INK, including all issues from January, 1910, through September, 1918. In excellent condition. Address Box 826, Printers' Ink.

Drawings in Pen and Ink

May I demonstrate my ability to depict in this subtle medium, samples submitted. H.W.S., 149 Genesee St., Auburn, N. Y.

One dictaphone, 1 Edison transcribing machine, 1 Edison dictating and transcribing machine. Just over-hauled, first-class condition. Priced for quick sale. Leon Lambert, 414 Kaufman Bldg., Wichita, Kansas.

POSITIONS WANTED

Young Man, twenty-two, who has had mechanical production and dealer help distribution experience with two manufacturers, desires to make a change. Box 832, Printers' Ink.

EDITOR

New York man; writes clear, effective English. Can handle layouts, illustrations, make-up, research. Address Box 827, Printers' Ink.

NEW YORK COPY WRITER—Widely experienced agency copy chief and advertising manager. Box 828, Printers' Ink.

Dependable 25-year-old, now in treadmill job, wants to place himself into good hands; experienced in advertising and editorial department detail; sound knowledge layout, typography, sales letters, copy. Box 833, Printers' Ink.

Publisher's Representative—New York office established 1915. Exceptional personal attention available. Favorable acquaintance among Eastern advertising agencies and advertisers. Will consider one additional publication. Commission. Box 812, Printers' Ink.

ART EDITOR

With thorough knowledge of all details in connection with a magazine art department layouts, covers fiction, etc., over 15 years' experience, all communications must be strictly confidential on account of present employment. Box 809, P. I.

A woman with unusual experience as a financial executive is available. Thorough knowledge of bookkeeping; cost accounting, etc.; able to take complete charge of your financial systems; fine references; splendid background of achievement. Box 825, Printers' Ink.

RADIO

Three years' specialization in radio advertising and merchandising problems. Now with large manufacturer. A good man for a real job with a future. All references and proof of ability. Age 25, Box 829, Printers' Ink.

"RIGHT HAND" TO PUBLISHER, PRINTER or in Advertising Agency

Efficient business woman, experienced in printing business (both office and composing room), desires executive position, assisting owner in management of business and representing him during his absence; purchasing, etc.; complete charge of office. Expert stenographer; correspondent; bookkeeper. Box 824, P. I.

ART DIRECTOR

ARTIST—Versatile, layouts and finished work on national, direct-by-mail accounts. Art service and agency experience in New York, Chicago. Thorough knowledge photography, engraving. Now employed, desires change. Chicago Preferred. Address Box 816, Printers' Ink, Chicago Office.

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Are you selling *both* Mr. and Mrs. Sprat in your Boston Advertising?

Despite their differences in taste, *Jack Sprat* and his wife set a world record as consumers. So, too, the families of divided Boston will sweep the platter clean when the national advertiser analyzes carefully the circulation of Boston newspapers.

Through metropolitan Boston winds an unseen line of demarcation. It separates adjoining homes as surely as though a wall were built between.

Keepers of this boundary are the shades of Boston's past. Old custom and tradition hold the line across which neither group would think to step. Even the Boston newspapers find their readers confined by limits beyond which they do not pass.

The experienced advertiser knows that to reach these two distinctive groups he must use the papers that best cover each group.

One of these groups you may reach through one or more of several Boston papers. The other great group—the most important and responsive section of the Boston market from an advertising standpoint—you can cover *only* through the Herald-Traveler.

Let us send you "Business Boston," an instructive booklet that explains Boston's peculiar advertising situation in detail. Write for it now on your business stationery.



BOSTON HERALD-TRAVELER

How a great bank helps sick businesses

FRRED W. SHIBLEY, Vice-President of The Bankers' Trust Company, at New York, was asked by a reporter for Advertising and Selling Fortnightly what steps were taken by the bank in putting sick businesses back on their feet. His reply was in part as follows:

"We first take a map of the United States, blank except for outlines of the states and their names, and in each state enter the present sales of the company in that state. Next we study the potential sales in each state, based on population, and later enter those figures on the map. Then we study the cost of getting those goods to those states, and the various other factors as represented by the various maladjustments of marketing. Frequently we find that sales are very 'spotty', and that certain states that present a large potential market have received scarcely any attention; or, on the other hand, we discover sometimes that the biggest distribution is in remote states which represent sales and shipping expense which could be avoided by the simple expedient of cultivating territory closer home."

The Chicago Tribune's first annual Book of Facts was issued in 1918. It emphasized the wisdom of the zone system of marketing in almost the same words used by Mr. Shibley. Each successive issue has elaborated on this policy. If you have not a Book of Facts, write for it today.

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

512 Fifth Ave.
New York City

7 S. Dearborn St.
Chicago

406 Haas Bldg.
Los Angeles

